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THE SOCIAL SURVEY

CONSUMERS EXPENDITURE SURVEYS

Expenditure on meals in catering establishments

Reports of 4 Inquiries Carried out 1949 (2), 1951 and 1956

by

W. F. F. Kemsley and David Ginsberg

Central Office of Information

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CONSUMERS' EXPENDITURE SURVEYS

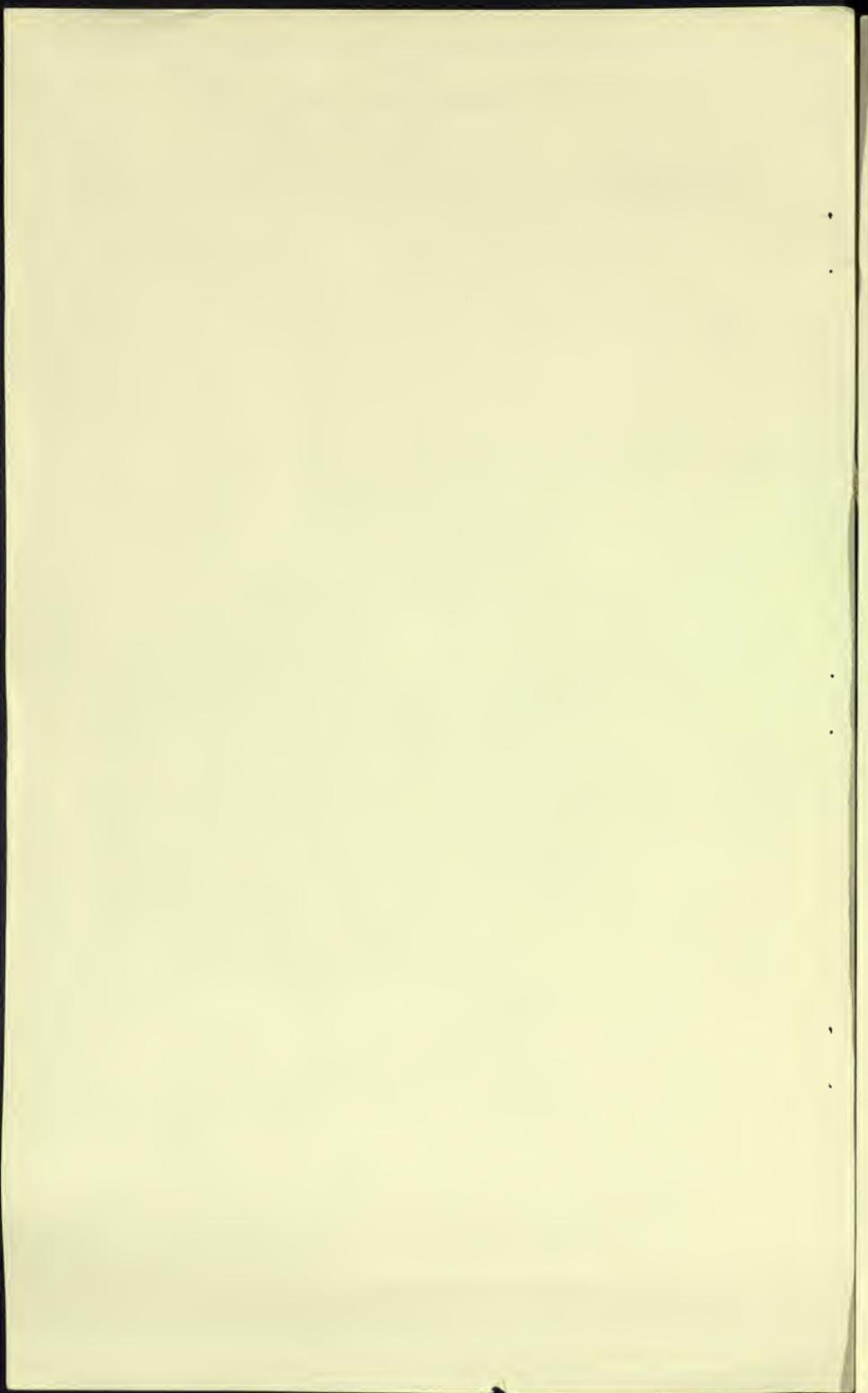
(Meals in Catering Establishments)

This report contains information obtained from four sample surveys conducted by the Social Survey 1949-56. These inquiries were made for the Central Statistical Office in connection with the estimates of consumers' expenditure (See "National Income Statistics; Sources and Methods", C.S.O. published by H.M.S.O. 1956).

The information is presented in four sections, one for each survey.

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S.S. 706/I

CONSUMERS' EXPENDITURE ON MEALS

IN CATERING ESTABLISHMENTS

(MAY 1949)

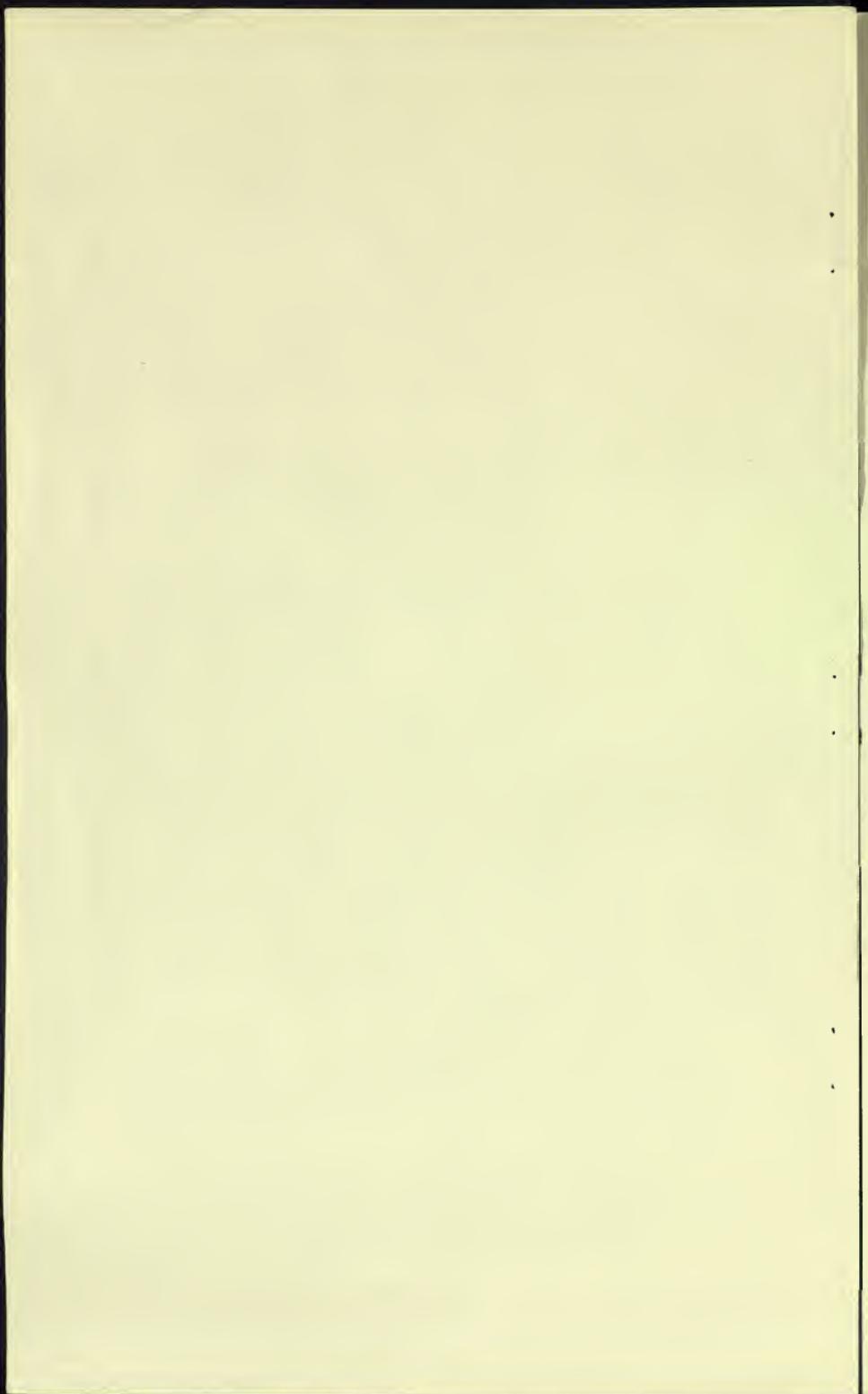
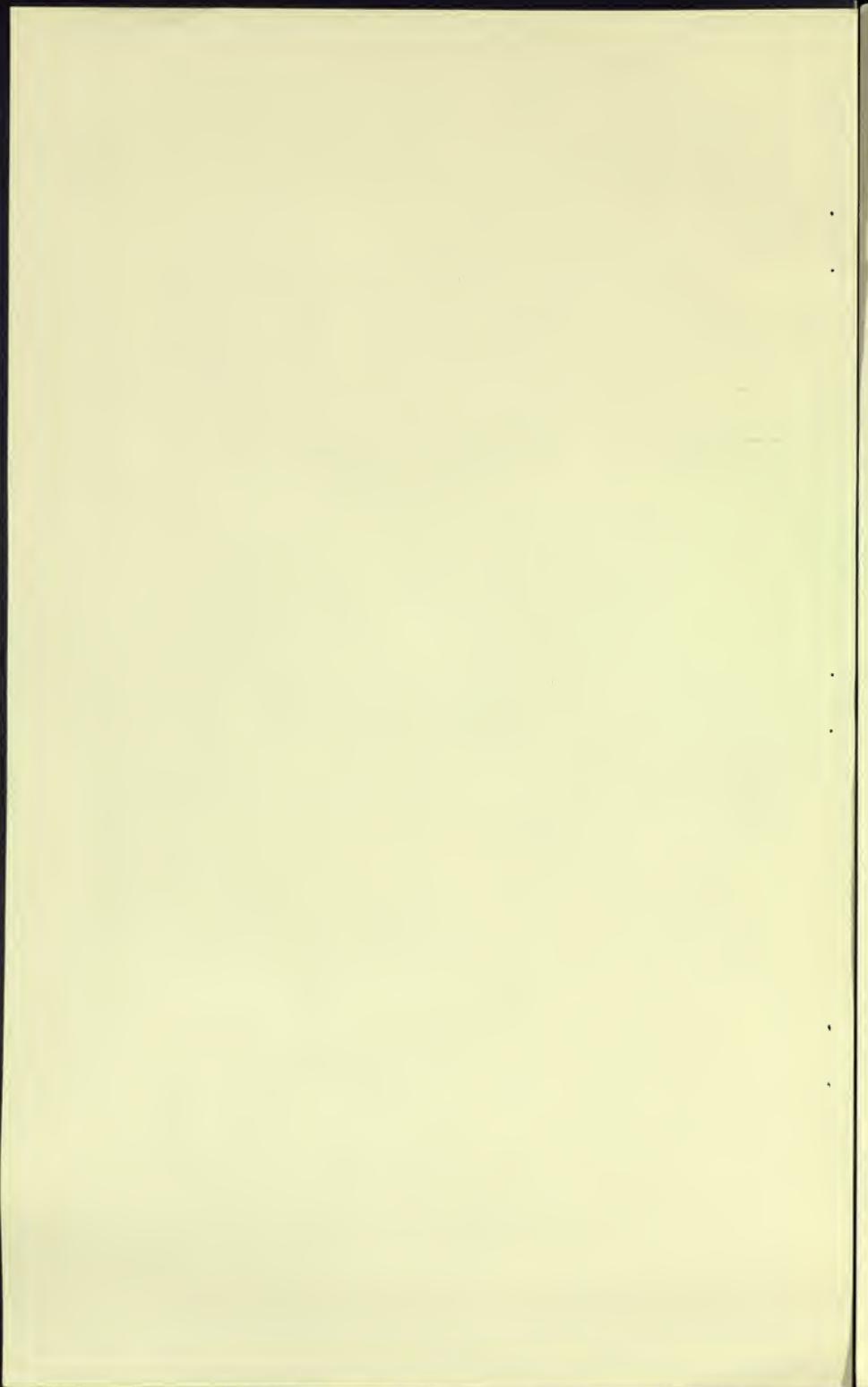


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PREFACE

This is one of the series of reports on consumer expenditure undertaken for the Central Statistical Office. The main purpose of this inquiry was to provide an estimate of personal expenditure on food consumed in catering establishments. A very great deal of information was obtained in the course of the interview and the material presented here is only a preliminary report. It gives the average outlay per head on this field of expenditure together with an estimate of expenditure on food for domestic consumption. The details on meals in catering establishments are capable of a great deal of intensive analysis by type of establishment and by type of meal. This is now being carried out and will form the subject of a further report. In the meantime this report gives in section 4 the results of a preliminary analysis. The first section takes the place of a summary; it shows average expenditure both on meals eaten out and on food for domestic consumption. As with earlier reports in this series the sample was drawn from the civilian population of Great Britain (excluding Northern Ireland) and expenditure by institutions is excluded. The estimates of expenditure on food for domestic consumption were obtained only incidentally in the course of the interview. They are based on very broad estimates and are discussed in somewhat greater detail in section 3. The report also contains an analysis of certain supporting questions chiefly of an opinion nature which were included to assist the interview.

Field work took place between the 25th April and the 20th May, 1949 and covered 1,608 women and 1,310 men selected as explained in the Appendix. Most of the tables in this report give an analysis by income group. This refers not to the personal income of the subject, but to the income group of the senior male in full employment in the household of which the subject was a member. The information on which it is based was obtained by asking the informant a direct question; and it refers to income after tax.

2. Expenditure on food - summary

Details of expenditure on food was obtained from every person in the sample whether on meals outside the home or for food to be consumed at home. A summary of the figures are shown below.

TABLE I

Weekly expenditure on all food; meals outside the home and food for domestic consumption (average per person in sample)

	INCOME GROUP					
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	Whole Sample
	s. d	s. d	s. d	s. d	s. d	s. d
<u>Expenditure on meals and other food outside the home</u>						
Paid by men	1.7	1 0.4	1 10.6	2 11.5	7 8.8	1 11.0
Paid by women	5.7	9.8	8.5	10.0	1 1.5	9.3
Total	7.4	1 10.2	2 7.1	3 9.5	8 10.3	2 8.3
<u>Expenditure on food for Domestic Consumption</u>						
Bought by men	1 8.1	1 1.9	8.6	1 0.2	1 6.5	1 1.0
Bought by women	14 0.9	21 10.1	0.7	27 6.1	21 8.4	23 4.0
Total	15 9.0	23 0.0	28 9.3	28 6.3	23 2.9	24 5.0
GRAND TOTAL	16 4.4	24 10.2	29 4.4	32 3.8	32 1.2	27 1.3
NUMBER OF MEN AND WOMEN (Basis of Averages)	356	766	1212	279	211	2918*

* includes 94 for whom Income Group was not available.

This table analyses the total expenditure by income group; it has been obtained by taking the total expenditure in that group whether it was spent on meals outside the home or on food for consumption within the home or whether the money involved was paid out by the man or the woman. The total and each subdivision of expenditure has been divided by the total number of persons in that income group in the sample. It shows therefore how the total food bill is spent, as between payments made by men and women, and as between food eaten in the home and meals taken outside. The figures in the table do not, however, show the average expenditure per head of the population because the sample did not include children. Children under 16 would have had very little direct expenditure, except for the very few who were working; the only expenditure not covered in the table above would be that incurred in the first instance by the child; namely school meals and the odd ice or snack. A question was asked on the subject but the information had to be obtained secondhand from the mother. It is hoped to

give some details of this in the next report. While individually the amount may not be inconsiderable; when averaged over the whole population it cannot be very large, so that no great error will be introduced by assuming that the expenditure paid out directly by children additional to that shown in table 1 was nil. On this assumption the overall average expenditure per person including children can be obtained by taking about 76% of the average shown in table 1 because children under 16 constitute about 24% of the population. The corrections for the number of children have been taken from preceding surveys and differ slightly from income group to income group; there are fewer children, for example, in the lowest group. The results of applying this correction are given in the next table.

TABLE 2
Weekly expenditure on all food
(Average per person including Children)

	INCOME GROUP					
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	All Persons
	s. d	s. d	s. d	s. d	s. d	s. d
<u>Expenditure on meals and other food outside the home</u>						
Paid by men	1.5	9.8	1 4.0	2 2.6	5 11.5	1 5.5
Paid by women	5.0	7.7	6.0	7.5	10.4	7.1
Total	6.5	1 5.5	1 10.0	2 10.1	6 9.9	2 6.6
<u>Expenditure on food for Domestic Consumption</u>	!					
Bought by men	1 5.7	11.0	6.1	9.2	1 2.2	9.9
Bought by women	12 4.6	17 3.1	18 6.0	20 7.8	16 8.5	17 8.8
Total	13 10.3	18 2.1	19 0.1	21 4.8	17 10.7	18 6.7
GRAND TOTAL	14 4.8	19 7.6	20 10.1	24 2.9	24 8.6	20 7.3

Before discussing the results in the table, it may be useful to summarize what the figures cover. The final column shows the total average personal expenditure on all food as a per head figure when averaged over all persons. Apart from various qualifications which will be mentioned later it is comparable with the personal expenditure in the country as a whole, when averaged over the population of the country. The figures apply to Great Britain since Northern Ireland is not included in the sample. Secondly they exclude expenditure by institutions, that is food expenditure by boarding schools, hostels, hospitals, prisons and also the amount paid on school meals. On the other hand expenditure by a person permanently resident in a hotel (or even temporarily during a part of the week covered by the survey) on meals eaten outside the hotel was included. But expenditure on food in a hotel by a resident, whether permanent or temporary, on business or holiday, was excluded from the scope of the inquiry. Thirdly except where alcoholic drinks were taken with a meal, expenditure on alcoholic drinks of all kinds, and on sweets and chocolate confectionery generally was excluded from the scope of the survey. There are also a number of other qualifications which will be mentioned later, as they apply to certain assumptions made in working up the data and not to the coverage of the results.

There is some evidence for believing that expenditure on meals out may be slightly on the low side while that on food for domestic consumption may be slightly too large. Finally the information has been obtained by questioning each individual on what he or she spent whether the food or meals paid for were all consumed by the subject, by his friends or members of his family. Consequently throughout it is possible to show a division of expenditure between amounts paid out by men and those paid out by women. The method employed is therefore rather different from the usual food survey where it has been customary to analyse the total expenditure of the household as a unit. In this survey the individual making the payment is the unit and table 2 has been provided to give information on a comparable basis with other inquiries and with the estimates of personal expenditure in estimates of national income and expenditure. Further, individuals in the sample have been grouped together not according to their own income but according to the income of the senior wage earner of their family. By this means all persons in families of the same income level have been brought together and the average expenditure for the different income levels shown in the tables is thus a valid estimate of the position of each income group. If the individuals in the sample had been grouped according to their own individual income this would not have been possible.

Before passing to a more detailed investigation there are several points which are immediately obvious from an inspection of Table 2. First there is evidence of increasing food expenditure with income group. This is very marked in the expenditure on meals outside the home. Food for domestic consumption does not show nearly so great an increase and in fact above the £10 a week group appears to fall. This feature is discussed at greater length in the next section but it is clear from the table that it is balanced by the rise in expenditure on meals outside the home. Moreover expenditure on meals outside increases from about 4% of the total in the lowest group to about 30% in the highest group with an average of just under 10% in the population as a whole. Further while most of the expenditure was made by women, men accounted for a substantial part. In the top group men accounted for 29% of all food expenditure whereas in the sample as a whole their share of direct expenses was about 10%. The variation in expenditure by men on domestic consumption is explained by Table 3; in the lower income groups there are a number of men who do their own shopping either because they are living alone or perhaps because they have invalid wives; in the upper income group more men buy odd items such as fruit to take home.

3. Purchase of food for consumption at home

All subjects were asked whether they bought all or some of the food for their family and how much they spent each week. This was supplementary to the main question in the survey but it is proposed to deal with it first before coming to the main topic.

The table below gives the results of this question. It confirms that most women do the food shopping, but it also indicates that there is a fair proportion of men who do some shopping especially in the upper income group.

TABLE 3
Proportion of individuals doing the Household food shopping

	INCOME GROUP					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
MEN	%	%	%	%	%	%
Bought most food	24	5	3	5	0	5
Bought some food	8	11	18	18	28	15
Bought no food	88	84	81	77	72	80
ALL MEN IN SAMPLE (100%)	112	335	582	137	117	1,310
WOMEN	%	%	%	%	%	%
Bought most food	77	74	83	82	74	79
Bought some food	3	5	3	3	11	4
Bought no food	20	21	14	15	15	17
ALL WOMEN IN SAMPLE (100%)	244	431	630	142	94	1,808

The actual results of the question on expenditure on food for domestic consumption appear in the lower half of tables 1 and 2. In calculating these estimates certain corrections were applied to the data. In the first place the average expenditure per person in the sample on food consumption during the seven days preceding the survey was 23s. 3.5d. But there were a few people (about 2% of the sample) who were unable to remember their total expenditure; correcting for these by assuming that their expenditure was the same as the average for their group, a figure of 24s. 5.0d. was reached and this is the figure inserted in Table 1. But the answers to this question were checked by asking what the informant usually spent. The results in the lower income groups were very similar to those given in the lower half of Table 1. The figure for the upper income group, however, was rather higher by two to three shillings than that shown in Table 1. This means that the drop in food expenditure from the £7.10s - £10 income group to the highest group is less marked than that shown by the figures in that Table, although it still exists. Subsequent analysis may help to explain the difference, but at present one can only suspect that, in the upper income group especially, the expenditure over the preceding seven days may have been on the low side because some people did not have weekly bills but settled their accounts less frequently. Further there are certain groups of commodities, points foods for example, which may not be purchased evenly over the whole month. These differences should be balanced out over the whole sample but this may not have been the case with the top income group. This group included just over 200 persons, only 71 of which were housewives, a relatively small sample. Since the bulk of the expenditure on food for domestic consumption is incurred by housewives the figures in the top income group are, therefore, subject to a relatively large variation.

On the other hand there are grounds for suspecting that the expenditure obtained as a result of either question may be slightly on the high side. The questions were very general and with one exception to be mentioned shortly there was no breakdown of the total food expenditure into its constituent parts. As a result it is possible that in a few cases where non-food items are bought over the same counter these have inadvertently been included in the total. This would not happen often but it might occur in the smaller type of general store.

Although this expenditure was not obtained in detail by commodities, each subject was asked to give separate figures of outlay at each type of shop. This was primarily done in order to ensure that no particular group of food-stuffs e.g. milk, was omitted. However the results may be of interest in themselves and they are quoted below but with considerable reservation. No definition of each type of shop was given and the meaning was that attached to the term by each individual informant; nor has any adjustment been made for the fact that the same foodstuffs are often sold in different shops e.g. bacon might be purchased from a grocer or butcher, fats from a grocer or dairy, biscuits from a grocer or Woolworths. However, alcoholic drinks and chocolate and sugar confectionery will generally be excluded. From Table 3 it will be observed that 20% of the men in the sample and 83% of the women purchased some food for domestic consumption. Of the 268 men and 1,331 women, 1,599 in all represented by these percentages, detailed accounts by type of shop were received from 1,376. The difference is accounted for by 146 who could not give separate figures but were only prepared to estimate the total and a further 77 who had not actually spent anything during the seven days preceding the interview. The uncorrected estimate of expenditure on food for domestic consumption was 23s. 3.5d. This is an average over the whole sample but taking only those who had expenditure during the preceding seven days into account it becomes 46s. 6.4d. per person with expenditure statements. The corresponding average for persons giving details for each type of shop was 46s. 7.4d. per person of the 1,376 making detailed statements. Thus those who did not give the detail had lower estimates of total expenditure than those who did, to some extent this may be explained by the fact that there were somewhat higher proportions of people who did not give this detail in the lower and higher groups than the middle income levels. The next table shows the distribution of this 46s. 7.4d. by type of shop.

TABLE 4

Expenditure on food, by type of shop

	Expenditure per person buying food	%	Estimated distribution of overall average expenditure at Table 2
			s. d.
Grocer	20 10.6	45	8 4.2
Baker	4 0.2	8	1 5.8
Butcher	4 1.6	9	1 8.0
Fishmonger	3 1.5	7	1 3.6
Greengrocer	6 4.6	14	2 7.2
General Store	1 4.6	4	0 6.7
Milkman or Dairy	5 2.1	11	2 0.5
Other shops	1 6.2	3	0 6.7
All Shops	46 7.4*	100	18 6.7

*based on 1,376 persons

The third column gives an estimated breakdown of the 18s. 6.7d. in Table 2 based on the percentage distribution of 46s. 7.4d. It will be observed that the grocers' bill is almost half the total, this was true at practically every income level; in fact a similar distribution, allowing for the small number in some groups, seemed to apply at all income levels.

4. Expenditure on meals outside the home

(1) General comments

Information on expenditure on meals out was the main object of the survey and most of the interview was devoted to the subject. The overall expenditure has been given in Table 1 but before discussing this in greater detail, the report deals with some background information which the survey provided on the kind of people who regularly eat out. At this point it is perhaps necessary to repeat that the analysis of expenditure given later in this section is only a preliminary account. It is hoped to expand this and give details by place of consumption and type of meal in a later report.

(11) Eating out habits

The first question on the subject referred to taking meals away from home in a broad sense. It was designed to introduce the subject of eating out. No rigid definition was adopted as to the type of meals that were covered or as to the exact difference between the words "regularly" and "occasionally". However the results bring out the main differences in habits of all the various groups concerned.

TABLE 5

"Do you ever have any meals away from home?"

	INCOME GROUP					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
<u>MEN</u>	%	%	%	%	%	%
Yes, regularly	5	32	47	55	58	41
Yes, occasionally	9	19	19	24	29	20
No, never	86	49	34	21	13	39
All Men (100%)	112	335	582	137	117	1,310
<u>HOUSEWIVES</u>	%	%	%	%	%	%
Yes, regularly	6	11	9	8	8	9
Yes, occasionally	20	17	24	35	45	24
No, never	74	72	67	57	47	67
All Housewives (100%)	193	320	524	118	71	1,273
<u>OTHER WOMEN</u>	%	%	%	%	%	%
Yes, regularly	18	38	29	42	35	31
Yes, occasionally	35	21	25	37	39	27
No, never	47	43	46	21	26	42
All other Women (100%)	51	111	108	24	23	335
<u>MEN AND WOMEN</u>	%	%	%	%	%	%
Yes, regularly	7	24	30	34	40	26
Yes, occasionally	19	18	21	30	35	22
No, never	74	58	49	36	25	52
Sample of Men and Women (100%)	356	766	1,212	279	211	*2,018

+ Including 94 for whom Income Group was not available. (27 men, 47 housewives and 20 other women).

Throughout there is a general increase with income level of the proportion eating out. There is also a very considerable difference between the two sexes; while about 60% of men have meals out either regularly or occasionally, 67% of housewives never have meals out, although a fair proportion have meals out occasionally. Differences were also found between some industrial groups although the small size of the sample in most make this difficult to estimate exactly. The sample of occupied women was too small to analyse in this way but the results for men in larger industrial groups were as follows:-

TABLE 6

"Do you ever have any meals away from home?"
(Men only, analysed by Industry.)

	Manufacturing	Transport	Mining	Building	Agri-culture	Distributive trades	National & Local Government	Personal Services
Yes, Regularly	%	%	%	%	%	%	%	%
Yes, Occasionally	57	52	41	50	16	41	45	31
No, never	16	18	23	25	17	28	21	20
Number of Men in the sample (100%)	351	182	74	122	64	111	96	70

(The remaining 258 men were either in smaller industrial groups or retired, or otherwise unoccupied.)

This was then followed by the main question in the survey devoted to finding out how much was spent on food outside the home. The percentages of those in each group who had any expenditure in the seven days preceding the interview are given in table 7. They differ from those in table 5 for two reasons. First of all, table 7 refers to the preceding seven days whereas table 5 relates to eating out habits in general. Secondly, whereas the first question referred to meals, without defining exactly what was meant by the term, the detailed question was so worded as to include expenditure on all items. Very detailed prompting was employed to see that this was so, and that small snacks, cups of tea and such like were not ignored or forgotten. An inspection of the two tables will show however that the difference is not very great; whereas 49% of the whole sample had meals out, either regularly or occasionally, 43% had some expenditure during the seven days preceding interview.

TABLE 7

Percentage of sample with expenditure on meals outside the home

	INCOME GROUP					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
Men	%	%	%	%	%	%
12	47	62	67	79	55	
Women	23	34	34	39	36	33
Men and Women	19	40	47	53	60	43

Some further questions were asked of full-time workers who said that they regularly took their midday meal out and did not go home for it. These are analysed in Section 5.

(iii) Total expenditure on meals, by sex and income group

The basic information on this subject is contained in the following table:-

TABLE 8

Expenditure on meals outside the home

- (b) - Weekly expenditure per person in sample
 (d) - Weekly expenditure per person taking meals out

	INCOME GROUP					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
MEN						
(a) No. in sample	112	335	582	137	117	1,310
(b) Expenditure per person averaged on (a)	Os. 5.3d.	2s. 4.3d.	3s. 11.1d.	6s. 0.3d.	13s. 2.2d.	4s. 3.3d.
(c) No. with expenditure on meals	13	157	359	92	92	727
(d) Expenditure per person averaged on (c)	3s. 10.0d.	5s. 0.4d.	6s. 4.3d.	8s. 11.6d.	16s. 0.2d.	7s. 8.4d.
WOMEN						
(a) No. in sample	244	431	630	142	94	1,808
(b) Expenditure per person, averaged on (a)	Os. 8.4d.	1s. 5.4d.	1s. 4.4d.	1s. 7.7d.	2s. 10.0d.	1s. 4.8d.
(c) No. with expenditure on meals	55	147	216	56	34	531
(d) Expenditure per person, averaged on (c)	3s. 1.1d.	4s. 2.9d.	3s. 11.9d.	4s. 2.1d.	7s. 9.9d.	4s. 3.0d.
MEN AND WOMEN						
(a) No. in sample	356	766	1,212	279	211	2,918
(b) Expenditure per person, averaged on (a)	Os. 7.4d.	1s. 10.2d.	2s. 7.1d.	3s. 9.5d.	8s. 6.9d.	2s. 4.3d.
(c) No. with expenditure on meals	68	304	575	148	126	1,258
(d) Expenditure per person, averaged on (c)	3s. 2.8d.	4s. 7.8d.	5s. 5.6d.	7s. 1.0d.	14s. 4.3d.	6s. 2.9d.

+ Includes 94 (27 men, 67 women) for whom Income Group was not available.
 Note: the percentages of (c) on (a) are given in table 7.

This table like table 1 shows that the expenditure averaged over all persons in the sample was 2s. 8.3d. but it analyses it in a different way as well. When averaged over the 1,258 persons in the sample (43%) with expenditure, this becomes 6s. 2.9d. In the same way the average expenditure per man with expenditure was 7s. 8.4d. and per woman 4s. 3.0d. It is clear that the increase in expenditure with income level noted in table 1 is partly due to an increasing percentage with expenditure (Table 7) and partly to an increased expenditure in the upper groups (Table 8) by those eating out.

Very few people appeared to be unable to give expenditure details for this question so no correction has been applied to it as was necessary for expenditure on food for domestic consumption. When questioned further, rather more people said that their usual expenditure was higher in the preceding seven days than said the reverse. However, no correction has been applied to any tables in this report to allow for this because it would not be possible to analyse corrected figures in the detail which it is intended ultimately to do with those in Table 8. One is, however, left with the impression that the results quoted may very well be underestimated to the extent of 10% or so.

As already mentioned the figures exclude expenditure on food by institutions, whether schools, hospitals, hostels, hotels or prisons. But expenditure on meals by a resident of a hotel or other institution outside that institution is included and so are casual meals taken in a hotel by a non-resident. Also excluded are alcoholic drinks consumed separately from meals (and chocolate and sugar confectionery), but if a drink was taken with a meal this has normally been included since it was not usually practicable to exclude it. Further the cost of meals was supposed to include tips. In this survey there was no means of checking this requirement but information on this point will be available from the second survey carried out in September 1949. Included also were all snacks, odd cups of tea, coffee, soft drinks, ices and other food such as cakes and fruit not consumed at home but bought separately from the main food expenditure. Fish and chips were only included if consumed outside the subject's home otherwise they were treated as domestic consumption.

(iv) A few other preliminary analyses of meals expenditure

The percentage with expenditure was very high in the younger age groups and declined with age, this was true of both sexes, varying from about 64% of those aged 16-19 to under 20% of those over 70. It was observed, too, that those living as boarders had a considerably higher expenditure than those living at home.

The average expenditure of the 55% of the 1,310 men with expenditure on meals was 7s. 8.4d. Most of the men in the sample were full time workers, but the sample included 177 retired and unoccupied men. Only 16% of these as compared with 62% of the full time workers had incurred expenditure during the previous seven days. Their average expenditure (that is of the 16%) was 6s. 8.8d. as compared with the 7s. 9.3d. for the full time workers who had had meals out. The sample of 1,808 women contained 408 full time workers. Of the latter 61% had expenditure on meals (about the same proportion as full time employed men). Their average expenditure was 6s. 9.6d. as compared with 4s. 3.0d. for all women with expenditure on meals out, but lower than the corresponding figure for men.

The total expenditure of 2s. 8.3d. per person in the sample was accounted for to the extent of about 1s. 7d. in restaurants, cafes, hotels and similar catering establishments, of about 7d. in factory or works canteen and 2d. to 3d. in office canteen or staff dining rooms. The remaining 4d. was divided between civic restaurants, public houses, snack bars, milk bars, etc.

A preliminary analysis by type of meal suggested that just over half of the 2s. 8.3d. was on account of a midday meal and another one-sixth on snacks, the remainder being spread over a large number of items, none of which was very important on its own.

5. Extent of satisfaction with eating-out arrangements by full-time workers

Full time workers who regularly had midday meals out when at work were asked where they usually had their meals at work and whether they were satisfied with these arrangements. It will be remembered that about one-quarter of the sample (Table 5) said they had meals out regularly. Not all these 782 persons (544 men, 218 women) come within the scope of the question; restricted to full time workers who regularly take a meal while at work, this figure becomes 713 (530 men, 183 women).

The table overleaf shows where the midday meal was taken. The percentages do not quite add to 100% because a few (13 or 2%), who had meals out regularly did not fall into any of these groups, e.g. they usually had the midday meal at a friend's or employer's house.

TABLE 9

"Where do you usually have your meals when at work?"

	Men	Women	Men & Women	INCOME GROUP			
				Up to £5	£5 - £7.10	£7.10 - £10	Over £10
In Cafe or Restaurant	%	%	%	%	%	%	%
In Office or Works Canteen	29	37	31	24	28	33	55
Take food to work	41	39	40	37	43	43	38
Take food to work	29	20	27	35	28	23	6
Full time workers eating out regularly (100%)	530	183	713+	192	344	87	74

+ includes 16 for whom Income Group was not available

Considering eating out generally, full time workers said they were satisfied with their arrangements. Of the 219 regularly taking meals at a cafe or restaurant, 140 or 64% said they were satisfied. The remaining 79 are too few for an elaborate analysis. The reasons for dissatisfaction fell into five main groups; not enough variety (32%), not enough to eat (25%), quality or cooking poor (27%), meal too dear (22%), service or presentation of food poor (11%). The percentages are based on the 219 persons and add up to more than 100% because some people gave more than one reason. In addition 10 (13%) said they would have preferred to eat at home.

Of the 269 regularly taking meals at an office or works canteen 193 or 67% said they were satisfied. The reasons given by the remaining 96 for their dissatisfaction were very similar to the preceding group; cooking or quality poor (39%), not enough to eat (33%), not enough variety (18%), service or presentation poor (18%), canteen badly organised (9%), meals too dear (10%). Canteen users appeared to complain more frequently of poor cooking and not enough food but less frequently about price or lack of variety than restaurant users. But the smallness of the sample and the fact that more than one reason for dissatisfaction was given make it impossible to say whether these differences are significant.

Those who took food to work were also asked the same questions. Of the 192 persons concerned 124 (or 65%) said they were satisfied. Most of the reasons given by the remaining 68, concerned lack of sufficient food (23 or 34%) or of sufficient variety (25 or 27%) in the food available to take to work. The reasons given for dissatisfaction were quite unprompted, with the result that some people explained why they had to take food out rather than said why they were dissatisfied with doing so. It is perhaps interesting to note that only 15 felt sufficiently strongly about it to complain that they had to take food to work because they had no canteen or their occupation was such that there were no canteen facilities. Of these, 3 were in the building industry, 6 in transport and the remaining 6 in other industries.

About two-thirds, taking all groups together, said they were satisfied; there were no differences between income levels. But women workers appeared to be more satisfied than men (77% as against 62%).

6. The demand for more food

In the course of the interview a number of attitude questions were asked which related to people's views either on their present food position or to their future food buying intentions. These questions were primarily inserted in order to assist the flow of conversation. The results of these questions are essentially qualitative; they may give pointers to tendencies in people's minds but they do not of necessity indicate how people are likely to behave in a future situation. However, as answers may be of interest, they are reproduced, although the reader is advised to interpret them with caution:

(1) Foods most wanted

Each person was asked to say which food he would buy more of, if he had the choice. No attempt was made to prompt any answer or to canalise the informant's attitude in the direction of any particular food group. The answer of each informant was recorded verbatim and analysed with the following results. Only one kind of food was allowed, but very few were unable to make a choice.

TABLE IO

"If you had the choice what particular food would you buy more of?"

	MEN	WOMEN		Whole Sample
		Housewives	Others	
	%	%	%	%
Meat	80	51	39	54
Bacon	0	7	8	8
Butter	6	16	18	11
Fats	6	9	7	8
Eggs	1	2	2	2
Cheese	4	2	2	3
Sugar	2	5	3	3
Fruit	2	2	5	2
Tea	1	1	1	1
Other Foods	3	2	5	3
Did not know	6	3	12	5
Sample (100%)	1,310	1,273	336	2,918

TABLE II

"If you had the choice what particular food would you buy more of?"
(Analysed by income group of the household)

	INCOME GROUP					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
MEN AND WOMEN	%	%	%	%	%	%
Meat	41	55	58	58	62	54
Bacon	5	8	8	8	5	8
Butter	23	9	10	11	13	11
Fats	6	7	9	10	5	8
Eggs	2	3	1	1	1	2
Cheese	4	3	3	3	2	3
Sugar	4	4	3	4	2	2
Fruit	1	2	2	2	2	2
Tea	1	1	1	1	1	1
Other foods	4	2	3	2	4	3
No choice	9	6	4	2	3	5
ALL MEN (100%) & WOMEN	356	766	1,212	279	211	2,918
HOUSEWIVES ONLY	%	%	%	%	%	%
Meat	37	58	53	55	53	51
Bacon	4	6	8	3	1	7
Butter	30	13	12	18	17	16
Fats	7	7	11	8	10	9
Eggs	2	3	2	1	-	2
Cheese	4	2	2	3	8	5
Sugar	8	5	4	7	4	2
Fruit	-	2	2	2	3	2
Tea	1	1	2	1	1	1
Other foods	4	1	2	1	4	2
No choice	5	4	2	2	1	3
ALL HOUSEWIVES (100%)	193	320	524	118	71	1,273

Table 10 shows that over half the sample said they would like more meat. In this connection it should be noted that the expression 'meat' includes not only all kinds of meat and offal but also poultry, ham and pork as well. No other food was mentioned as frequently although butter and fats assumed greater prominence in the replies of women. Although the meat shortage would lead one to anticipate a high percentage wanting to buy more meat, nevertheless the figure obtained (54%) was higher than expected. However, that informants were very vocal about meat was scarcely surprising since not only had there been a reduction in the meat ration about a month before the survey was carried out, but also there were numerous Press statements about meat negotiations with the Argentine which suggested there was a serious risk of meat shipments from that country stopping altogether.

There was very little variation in the answers of different income groups or between people employed in different occupations. From table 11 it will be seen that there were one or two differences between the replies of different income groups but they were small; fewer people in the lowest income group mentioned meat but more butter than the average, while meat was mentioned more frequently than the average in the upper income group. The differences between the proportions mentioning meat in the various income groups apply to some extent to both sexes, but the higher butter figure in the lowest income group is primarily due to women especially housewives. The other differences in the table are not important although it is perhaps worth noting that the proportion of people unable to make a choice falls with income group. This presumably reflects the fact that many people at lower income levels would be unable to increase their food expenditure as much as those in the upper groups. However the question itself takes no account of whether the individual could or could not afford to buy extra food; an attempt to investigate this was made by a further question the results of which are described in the following section.

(ii) Possibility of spending more on food

Although almost everybody was prepared to say which food they would buy more of, it is clear that many would not in fact do so or would only do so by reducing expenditure on some other food or other field of expenditure. The question asking which food people would buy more of, was followed by one asking whether they could afford to spend more money on food than they spent at that time.

TABLE 12

"If more food was available and unrationed do you think you could afford to spend more money on buying food than you could spend at the moment"

	INCOME GROUP					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
MEN	%	%	%	%	%	%
Would spend more	21	46	49	72	73	51
Wouldn't spend more	72	46	45	22	20	42
Did not know	7	8	6	6	7	7
ALL MEN (100%)	112	335	582	137	117	1,310
WOMEN	%	%	%	%	%	%
Would spend more	32	37	47	53	57	43
Wouldn't spend more	64	56	48	44	33	51
Did not know	4	7	5	3	10	6
ALL WOMEN (100%)	244	431	630	142	94	1,808
MEN AND WOMEN	%	%	%	%	%	%
Would spend more	29	41	47	62	66	47
Wouldn't spend more	66	52	47	33	28	47
Did not know	5	7	6	5	8	6
Sample of men and women (100%)	356	786	1,212	279	211	2,918+

+ Including 94 (27 men and 67 women) for whom Income Group was not available.

Slightly under half of the sample said that they could afford to spend more. Moreover in each income group, with one exception, fewer women than men said they could afford to spend more. Two reasons can be suggested for this difference between the sexes. In the first place expenditure on food by women is governed generally by the amount of housekeeping money they are allowed and this it is believed is not very elastic when compared with variations in the income of the chief wage earner. Thus variations in the husband's income are usually not reflected in corresponding changes in the amount given to the housewife for housekeeping and that in particular it is unlikely that the housekeeping money has kept pace with the increase in earnings over the past few years especially as the price of foodstuffs has been kept down. In the second place average expenditure on food by women is much greater than that by men, as has already been shown in table 1; in general the direct expenditure by men is limited to expenditure on food outside the home principally the midday meal while at work. Similar considerations explain why the increase with income group, in the proportion who say they could afford to spend more is greater for men than for women. Expenditure on food by men in the higher income groups forms a much smaller part of their total expenditure and so could be more readily expanded.

From the previous section it was seen that meat, bacon, butter and fats were the items which people most frequently said they would buy more of if they had the choice. It is also interesting to see whether people making particular choices say they could afford on balance to spend more on food or not.

TABLE 13

Food chosen	Number choosing particular food	% who would spend more on food	% who wouldn't spend more on food
<u>MEN</u>		%	%
Meat	790	54	39
Bacon	120	59	38
Butter	74	36	57
Fats	83	39	57
All other foods	169	47	45
All Men in the Sample	1,310	51	42
<u>WOMEN</u>		%	%
Meat	786	47	49
Bacon	101	46	49
Butter	263	45	52
Fats	140	36	57
All other foods	242	35	59
All Women in the Sample	1,808	43	51

First table 13 confirms that a substantial proportion of the people choosing each particular food could not, in fact, afford to spend more money on food altogether. In so far, therefore, as they could actually buy more of the chosen food if it were available they would have to reduce their purchases of other foodstuffs. In many cases, however, it is doubtful whether they would in practice actually buy more of the chosen foodstuff.

Secondly the table gives some indication of the relative intensity of feeling about the various foods. The differences are not very marked, but evidently at the time of the survey (late April, early May, 1949) men felt more strongly about the shortage of meat and bacon than about other foodstuffs and more of them would be prepared to spend more money in obtaining meat and bacon. With fats the position was different; a majority were unwilling to increase their total outlay.

7. Personal attitude to food

The analysis so far has been concerned with the economic aspect of food consumption but in addition one question was put to discover the informant's attitude to food generally. Right at the beginning of the survey each subject was asked whether he thought he was getting enough food to keep him in good health. The question does not pretend to discover whether people are really getting enough to eat and the answers should probably be regarded as indicating the degree of satisfaction with food generally.

TABLE 14

"Do you feel you are getting enough food to keep you in good health?"

MEN AND WOMEN	INCOME GROUPS					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
Yes, enough	41	43	48	50	60	47
No, not enough	43	44	39	40	29	40
Doubtful	11	10	11	9	10	10
Not in good health anyway	5	3	2	1	1	3
ALL MEN AND WOMEN (100%)	356	766	1,212	279	211	2,918 +

+ includes 94 (27 men and 67 women) for whom Income Group was not available.

Although therefore there is an increasing tendency for those in the upper group to say they would buy more food if they could (Table 12), the proportion who really think they are not getting enough shows no increase with income level but rather the reverse. In this respect there was no difference between men and women. On the other hand the answers were correlated with the age of the informant as will be seen from the next table.

TABLE 15

"Do you feel you are getting enough food to keep you in good health?"

Men and Women	Age (Men and Women)					Whole Sample
	16-29	30-39	40-49	50-59	60 years and over	
%	%	%	%	%	%	%
Yes, enough	64	47	38	38	40	47
No, not enough	28	40	46	50	43	40
Doubtful	7	12	14	8	11	10
Not in good health anyway	1	1	2	4	6	3
ALL MEN AND WOMEN (100%)	706	588	583	419	622	2,918

8. The incidence of queueing.

In this survey a question was also put on queueing.

TABLE 16

"Do you have to spend any time in queues when shopping?"

	INCOME GROUPS					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
ALL MEN (100%) % spending time in queues when shopping	112 4	335 9	582 12	137 13	117 11	1,310 11
ALL HOUSEWIVES (100%) % spending time in queues when shopping	193 25	320 31	524 36	118 40	71 37	1,273 33
ALL OTHER WOMEN (100%) % spending time in queues when shopping	51 20	111 22	106 18	24 25	23 17	335 20
ALL MEN AND WOMEN (100%) % spending time in queues when shopping	356 18	766 20	1,212 23	279 25	211 20	2,918 + 22

+ Including 94 for whom Income Group was not available (27 men, 47 housewives, 20 other women)

The question it will be seen was very general; it was not limited to any particular period or to any particular shop. Actually recent experience being more readily remembered is likely to have affected the answer and since most of the preceding questions concerned food, many informants would have thought of food shops first. Both points were dealt with in a further question in which each subject was asked, "Have you had to do so in the last seven day - was it at food shops, other shops or both?". The results were very similar to those in Table 16 except that the percentage actually queuing in the past seven days was somewhat lower. For housewives the 33% of table 16 was reduced to 27%, the 20% of "other women" to 13% and the 11% for men to 7%. Altogether the proportion of the sample who said they had had to queue over the last seven days was 17%. Whichever question is taken it will be seen that a substantial proportion of housewives were affected whereas the proportion of other women or men involved was low. Another feature which is apparent from table 16 is the increased proportion queuing at the upper income levels; this is particularly so with housewives. Part of this may be due to people in the higher groups visiting shops more frequently possibly because they buy more or are in search of better quality and part may be due to the greater sensitiveness of the upper income levels as to what constitutes a queue; no definition was laid down.

Of the 393 women (25% of the women in sample) who queued during the seven days preceding the survey, all but 3% had queued in food shops, although of the remaining 97%, 3% had queued at other shops as well as food. Of the 95 men (7% of the men in the sample), 54% had queued at food shops only, 40% at other shops including tobacconists and 6% at both types. Taking both sexes together 86% of the persons reporting queuing said it was at food shops only, 11% at other types and 3% at both. Each person was then asked for details of each instance of queuing and on the average gave 1.6 instances each; the women reporting 654 cases, the men 140. These 794 instances have been analysed according to the shop where the reported queue occurred, the day of the week and time of day. The actual frequency of occurrence is naturally dependent on the relative frequencies of visits to each kind of shop and the time at which these are made; information on which is not available. The following tables therefore reflect this but it is not possible to say precisely how. It will be seen that the average time spent in queues was greatest in grocers and butchers and in the second half of the week when most of the shopping is done. The average time spent in a queue was 24 minutes per reported instance but the actual average time taken over the whole sample was very much lower, about 6 minutes per person per week or if women only are taken just over 8 minutes.

TABLE 17
Frequency of queuing and time spent in queues

SHOP	% of total instances	Average time in queue (in mins.)	Day of the week	% of total instances	Average time in queue (in mins.)
GROCERS - GENERAL STORES - CO-OP.	19	30	MONDAY	4	20
BAKER - CAKE SHOP	6	21	TUESDAY	13	24
BUTCHER	30	29	WEDNESDAY	9	21
FISHMONGER	18	21	THURSDAY	11	25
GREENGROCER	8	18	FRIDAY	28	25
SWEETSHOP	4	15	SATURDAY	28	24
TOBACCONIST	9	11	'EVERYDAY'	4	18
FISH & CHIP SHOP	2	24	Could not remember	3	25
OTHER SHOPS	4	20			
ALL INSTANCES	794 (100%)	24	ALL INSTANCES	794 (100%)	24

Time of Day	% of Total Instances	Average time in queue (In Minutes)
Up to 10 a.m.	23	26
10 - 12 a.m.	50	24
12 - 2 p.m.	11	18
2 - 5 p.m.	11	23
After 5 p.m.	4	18
Could not remember	1	17
All instances	794 (100%)	24

APPENDIX - THE SAMPLE

The sample as planned consisted of 3,000 individuals distributed among the eleven Civil Defence Regions in proportion to the population living in each. Within each region a series of strata were built up, each stratum containing administrative areas of a similar type and population range. The selection of the sample was carried out in two stages in which the administrative areas formed the first stage sampling units. Those chosen were as follows:-

Stirling Co.	Wortley R.D.	Smethwick	Paddington
E. Lothian Co.	Liverpool	Biddulph	Bethnal Green
Edinburgh	Manchester	Aldridge	Hayes & Harlington
Glasgow	Stockport	Alcester R.D.	Twickenham
Dumbarton	Burnley	Coventry	E. Barnet
Aberdeen	Wigan	Birmingham	Wanstead
Angus Co.	Crosby	Cardiff	Greenwich
Dunfermline	Widnes	Ross R.D.	Camberwell
Renfrew Co.	Urmston	Devizes R.D.	Penge
Billingham	Lytham	Weston	Malden & Coombe
Crook	Kendal	Plymouth	Poole
Sunderland R.D.	Mossley	Truro	Slough
Newcastle	Blackburn R.D.	Ebbw Vale	Farnborough
Stanley	Prestatyn	Ystradgynlais	Winchester R.D.
Hull	Repton R.D.	Southend	Witney R.D.
Baldon	Shrewsbury	Gt. Yarmouth	Brighton
Leeds	Matlock	Braintree	Folkestone
Moreley	Grantham	Mildenhall R.D.	Malling R.D.
Halifax	Ormsby	Amphill R.D.	Farnham
Sheffield	Leicester		

From each area a random selection of the required number of individuals was made from the adult portion of the maintenance Register kept at the local National Registration Office. The sampling scheme employed was one which is in general use for surveys of individuals carried out by the Social Survey. It produces a sample which from the theoretical basis of its design and construction is known to be representative. Moreover, repeated checks on samples drawn under these conditions have shown that they are in fact properly representative of the civil population. A great deal of care is taken to see that wherever possible the selected person was in fact interviewed. In this particular survey more than half the persons in the sample, 57% in fact, required more than one call before they could be found. This additional field work was very necessary; without it the sample would have been biased because, as subsequent analysis showed, those who could not be found at the first call had an expenditure on meals out which was almost twice as great as those whom the interviewer found at home at the first call.

CONSUMERS' EXPENDITURE ON MEALS

IN CATERING ESTABLISHMENTS

(MAY AND SEPTEMBER 1949)

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PREFACE

This is one of the series of reports on Consumer Expenditure undertaken for the Central Statistical Office. The main purpose of this particular enquiry was to provide an estimate of personal expenditure on food consumed in catering establishments. Altogether two separate enquiries have been made into this subject by the Social Survey. The first covered 2,918 persons of 16 and over in Great Britain, interviewed between 25th April and 20th May, 1948; in the second 2,790 persons were interviewed between 29th August and 22nd September, 1949. A preliminary report was issued on the results of the first survey; however, the relevant data from that enquiry have also been incorporated into this new report which deals with expenditure on meals in very much greater detail than was possible in the first report.

In addition to the main subject of the surveys, expenditure on eating out, there were some additional questions on the purchase of food for domestic consumption; the information from this has been utilised to provide the comparison shown in Table 1 of the relative magnitude of personal expenditure on food for domestic consumption and on meals out, and to yield a total figure for expenditure on food.

The following definitions and qualifications should be borne in mind when reading this report:

1. The sample is representative of all civilian persons in Great Britain, that is excluding Northern Ireland, who are not patients in hospitals, in prisons or at school; but it does include staff of all institutions. The total population covered is about 36½ million.

2. It covers all meals taken outside the place of residence. It includes therefore any meal eaten by staff of institutions or hotel or hostel residents if the meals were eaten outside those institutions or hotels etc. Thus, in general, meals in hotels are excluded if consumed by residents of those hotels; but a meal eaten by a member of the sample in a hotel of which he is not a resident has been included. Meals outside hotel by resident hotel dwellers are of course included, but any outlay by foreign tourists on meals out is entirely omitted.

3. All items of expenditure have been included provided they were consumed outside the home; the survey therefore was designed to cover small snacks such as cakes, fruit, ice-cream and fish and chips which were bought by the informant and consumed in the street, at work or in the open. Food taken from the family pool and eaten outside was excluded although an estimate of the total expenditure on food for domestic consumption was made separately. The cost of the meals quoted included tips. Outlay on alcoholic drinks was excluded except where a drink was included in the cost of a meal and was not bought separately.

4. The definitions and qualifications attaching to the descriptions of individual meals and places of consumption used in this report are explained in section 4(1).

5. Individuals in the sample have been grouped together according to the income of the senior wage earner of their family and not according to their own income. By this means all persons in families of the same income level have been brought together and the average expenditure of different income levels is thus a valid estimate of the position of each income group.

Although as was stated in para. 3 the cost of tips was included in the cost of the meals, separate information is available from the second survey dealing with the cost and incidence of tipping. This material is not included in the report, but is available in a separate report - "Tipping in Catering Establishments (N.S. 706/2)".

2. SUMMARY OF THE PRINCIPAL RESULTS

1. Two surveys into expenditure on meals out and on food bought for domestic consumption were carried out, the first in May and the second in September, 1949. Total weekly expenditure on food per person including children averaged 18s. 2d. of which about 2s. 3d. was in respect of meals out and some 15s. 11d. related to food bought for domestic consumption. No serious differences in outlay were noted for the two inquiries and it is reckoned accordingly that total national expenditure on food was running at a rate of some £2,350 mn. annually during 1949. Expenditure on meals out as defined in the survey made up some £280 mn. of this figure, and the balance, about £2,070 mn. was accounted for by food bought for domestic consumption. It is probable that a further allowance of £20 - 40 mn. should be made in respect of children's expenditure on meals out which has not been included.

A study of expenditure on food by income groups shows some interesting variations. Thus income elasticity of demand for meals out was comparatively marked; expenditure ranging from an average of 11d. per head of the population in the under £3 a week group, to an average of 5s. 10d. per head in the over £10 a week group. Income elasticity of demand

for food bought for domestic consumption, and this is affected by rationing, was much less marked. Although there was a steady rise in expenditure with income the actual average per head, only rose from 13s. 9½d. in the under £3 a week group to 18s. 10½d. in the over £10 a week group.

2. Two sets of facts on eating out habits were collected. Firstly a subjective statement from informants on whether they ate out regularly or occasionally, and secondly a count was made of all those who had incurred expenditure during the seven days preceding interview. These two estimates tended to confirm each other. About one quarter of all adults said they ate out regularly, one quarter said they ate out occasionally, and the balance said they never ate out at all. There were, of course, marked sex differences in these figures, only 10% of housewives ate out regularly as against over one third of men who did so. There were also some marked income differences; the proportions who ate out regularly rose steadily with income group and simultaneously the proportions never eating out fell.

The number of people who had in fact eaten out during the seven days preceding the date of interview tallied very closely with this summary of people's habits. In all nearly half the people in the sample had incurred some expenditure on meals and other food outside the home during this seven days. Similar sex and income differences to those already commented on were observed. Furthermore it was noticeable that younger people tended to eat out more frequently than older ones. The majority of workers in most industries incurred some eating out expenditure, except in Agriculture where only a quarter of male workers had incurred expenditure while eating out.

3. The figures of expenditure on meals out are available in two forms. Firstly there are average figures of expenditure per person in the sample which are relevant from the national expenditure point of view, and secondly there are average figures of expenditure per person eating out, which reflect the real level of individual expenditure as it in fact occurs. In this connection not only does one find a higher average expenditure on meals out among men than among women, but this difference is still noticeable among those of both sexes who eat out. Men who eat out averaged 7s. 10½d. during a week, against 4s. 11½d. for women eaters. This difference as between eaters out is also found when studying expenditure by income groups. There was a considerable difference in the eating out expenditure of the lowest and highest income group, whether the expenditure was averaged out on a simple per capita basis over all persons in that group whether eating out or not, or was looked at solely from the point of view of eaters out. There were, however, very few differences in the levels of expenditure of those eating out in different age groups and similarly few differences, with two or three exceptions, by industry.

4. Most people who had eaten out had eaten out on more than one occasion during the week in question. Averaged over the whole sample each adult had consumed one main meal and two subsidiary meals, snacks or beverages, while the eater out had consumed twice this number of meals. Half of all the main and subsidiary meals that had been eaten were taken in canteens of one kind or another, and about one third were consumed in restaurants and cafes.

The picture with regard to expenditure is somewhat contrasting. Indeed nearly two thirds of expenditure was incurred in cafes and restaurants as against less than one third spent in canteens. The influence of price differences is also reflected in the figures of expenditure by type of meal. Although only one third of all meals were main meals like breakfast, lunch, etc., two thirds of eating out expenditure fell into this category, and the share of items such as snacks and beverages was correspondingly less.

5. Although there is considerable indirect evidence of the influence of prices on eating out, it is only possible at this stage to present some limited data on meals prices. The evaluation of price information on this survey is somewhat complex partly because figures of expenditure often relate to more than one person and partly because it is not possible to secure a homogeneous and standard classification of meals.

In general comparatively few expensive meals are consumed. The average lunch out costs about 1s. 1½d. per meal. Lunches in canteens are somewhat cheaper, about 1s. 4d. per meal, but lunches in cafes and restaurants are usually twice that figure, about 2s. 8d. per meal. The average level of the few lunches eaten in clubs approaches 5s. That and a few dinners in restaurants were the only consistently costly items encountered.

6. It will be appreciated that the estimates of national expenditure in this report are based on the statements of adults regarding their expenditure on themselves and on the other people too including their children; this excludes direct expenditure by children. However, steps were taken to ascertain the rough order of magnitude of any direct expenditure which children may have undertaken. As children were not interviewed this was done by interviewing mothers. It is estimated that direct expenditure by children on meals out averages at least 4d a week per person in the sample or is 4½d. per child. On this basis children's direct expenditure on meals out is running between £30 - 40 mn. annually allowing for school holidays. Nearly half this figure is accounted for by school meals and a third is taken up by ice-cream - the remaining items are comparatively unimportant.

7. Supplementary information is also available on people's purchases of food for domestic consumption. Although about one fifth of men bought some food to take home, 96% of all food expenditure was in fact incurred by housewives. Average expenditure per household on food was about 50s. per week; average expenditure per person was about 16s. per week. The two surveys confirm that the income elasticity of demand for food is low.

Nearly half housewives' expenditure was incurred at grocers. There was an increase in the absolute and relative amounts of expenditure at butchers consequent on changes in the price of meat and in the level of the meat ration between the two surveys; otherwise there were no outstanding changes in the distribution of food expenditure.

Finally in table 1 a summary of expenditure is reproduced with some relevant qualifications and comments. The material in it is of course elaborated within the body of the report proper.

TABLE I
Weekly Expenditure on all Food
Meals outside the home and food for domestic consumption

	Income Group								Whole Sample	
	Up to £3	£3 to £5	£5 to £7.10s.	£7.10s. to £10	Over £10	May and September	May	September		
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.		
Average expenditure on meals per person interviewed in sample	1 0.6	2 1.6	2 10.0	4 3.7	7 7.8	2 11.2	2 8.3	3 2.3		
Average expenditure per person (including children):										
On Meals	0 11.1	1 8.2	2 0.1	3 2.8	5 10.7	2 2.8	2 0.6	2 5.1		
On food for domestic consumption	13 9.8	15 3.1	15 10.3	17 9.0	18 10.3	15 11.3	16 2.9	15 7.8		
Total	14 8.9	16 11.3	17 10.4	20 11.8	24 9.0	18 2.1	18 3.5	18 0.9		

Note: for description of calculation of second line see overleaf.

The first line of this table shows the average expenditure of meals out incurred by persons in the sample. These figures are analysed in the main part of this report, sections 3 and 4 onwards, which show both how this expenditure varies with different people and also how it is distributed between the various kinds of meals. The material has been obtained by questioning people of 16 and over about their personal expenditure. It therefore excludes children; in the survey some information on direct expenditure by children was obtained from mothers and the results are discussed in section 5. The results are not altogether satisfactory but they indicate at least that the additional expenditure is quite low when averaged over the whole population. No great error is therefore introduced by assuming that the expenditure paid out directly by children is nil. On this assumption the overall average expenditure per person including children is obtained by taking 76% of the averages shown in the first line of table 1, since children under 16 constitute about 24% of the population, the actual correction varying with income group. The results of this correction are shown in the second line. The next line contains an estimate of the expenditure on food for domestic consumption obtained as described in section 6.

Several points are immediately obvious from table 1. Expenditure on food increases with income group; this is very marked for meals outside the home. Whereas the income elasticity of expenditure on food for domestic consumption is low, that for expenditure on meals is relatively large. This difference may be further illustrated by noting that the percentage of total expenditure used for meals outside the home increases from about 6% in the under £3 income group to about 24% in the over £10 a week group, compared with an average of 12%.

3. EXPENDITURE ON MEALS OUTSIDE THE HOME

(1) Eating out habits

Information on expenditure on meals eaten out was the main object of both surveys. The basic results are given in table 4, but before describing these in detail this section gives a general picture of eating out habits. This picture was produced by some very general questions on eating out which were included to preserve the balance of the questionnaire and served to introduce the informant to the more detailed expenditure questions.

TABLE 2

"Do you ever have any meals away from home?"

	Income Group (May & September)					Whole Sample		
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	May & Sept.	May	Sept.
Men	%	%	%	%	%	.%	%	%
Yes, regularly	6	27	39	49	56	36	41	30
Yes, occasionally	16	26	25	28	31	25	20	32
No, never	78	47	36	23	13	39	39	38
All Men (100%)	200	637	1,090	316	206	2,509	1,310	1,199
Housewives								
Yes, regularly	7	13	9	10	11	10	9	11
Yes, occasionally	19	20	25	32	46	25	24	26
No, never	74	67	66	58	43	65	67	63
All Housewives (100%)	348	642	1,029	279	150	2,533	1,273	1,260
Other Women								
Yes, regularly	15	33	29	43	27	29	31	26
Yes, occasionally	32	22	27	24	48	27	27	27
No, never	53	45	44	33	27	44	42	47
All Other Women (100%)	99	199	229	54	44	666	335	331
Men and Women								
Yes, regularly	8	21	25	31	36	23	26	21
Yes, occasionally	20	23	25	29	38	25	22	29
No, never	72	56	50	40	26	52	52	50
Sample of Men and Women (100%)	647	1,478	2,348	649	400	5,708*	2,918	2,790

* Including 186 for whom income group not available.

All informants were asked in the most general terms "Do you ever have any meals away from home?". No rigid definition was adopted as to the type of meal included or as to the distinction between eating out 'regularly' and 'occasionally' and answers were classified in a rough and ready way. In spite of this the results show certain definite trends. Thus throughout there is a general increase with income level of the proportion eating out, and particularly with members of the working population. There is also a considerable difference between the two sexes; while about 60% of men have meals out either regularly or occasionally, 65% of housewives never had meals out, of the balance 25% meals out occasionally, and not surprisingly, very few indeed had meals out regularly. The same tendencies were observed generally in each survey. There appears to be only one outstanding difference between the surveys. The proportion of men who said they had meals away from home was the same in both surveys, but fewer in the second survey said they were regular eaters-out than in the first, and correspondingly more said they only did so occasionally. This difference between those who considered they ate out regularly and those who did so occasionally is probably merely a difference in interpretation of the question by informants. There was no rigid definition of the two words in terms relating to the frequency of eating out; the question was treated as indicative of the subject's attitude to eating out and informants were allowed to answer the question according to their own standards and definitions. Analysis of the number of meals eaten out does not confirm that there was any real difference in habits between the two enquiries. Thus it is probable that the differences are caused by differences of definitions, especially as the treatment of this subject was somewhat different in the two surveys. The most important difference was the presence of certain supplementary questions in the first survey which were not used in the second. These were concerned with where the informant usually took his mid-day meal and therefore probably focussed attention on this subject. Incidentally these supplementary questions showed that of those workers who regularly took their mid-day meal out, 27% took food with them, 40% got the meal in an office or works canteen and 31% in a cafe or restaurant, the balance having some other arrangement, e.g. they had a meal at a friend's house.

This general picture is largely confirmed by the next table which is derived from a detailed analysis of the subject's behaviour during the week preceding interview as against a rough statement summing up his experience.

TABLE 3

Percentage of sample with expenditure on meals outside the home in week preceding interview

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
May, 1949	%	%	%	%	%	%
Men	12	47	62	67	79	55
Women	23	34	34	39	36	33
Men and Women	19	40	47	53	60	43
September, 1949						
Men	23	53	59	75	74	58
Women	21	37	42	36	38	36
Men and Women	22	43	49	55	55	46

The percentages in table 3 refer to the seven days preceding interview whereas table 2 relates to eating out habits generally. Further whereas the first question referred to meals, without defining exactly what was meant by the term, the detailed question was so worded as to include expenditure on all items. Very detailed prompting was employed to see that this was so, and that small snacks, cups of tea and such like were not ignored or forgotten. An inspection of the two tables will show, however, that the difference is not very great; whereas about 50% of the whole sample said they had meals out either regularly or occasionally, about 44% had some expenditure during the seven days preceding interview. In any case there is some difference in the definitions underlying the two figures. The higher figure, 50%, includes some people who eat out regularly but on food taken from home and who do not in the nature of things incur expenditure on meals out. The latter and lower figure excludes such cases.

(ii) Expenditure analysed by sex and income group

The basic information on this subject is contained in the following table. This table shows expenditure in each income group averaged in two ways, first by the full number of persons in that group (row b); secondly by only those who had actually had expenditure during the week preceding interview (row d). The former estimate is relevant to National Expenditure whereas the second figure gives a realistic order of magnitude for expenditure as it occurs among eaters-out. This table like the first part of table 1 shows that expenditure averaged over all persons in the two samples was 2s. 11.2d. When averaged over the 2532 (44%) who had incurred expenditure this becomes 6s. 7.4d., a figure which represents a considerably higher fraction of the consumer's income.

Comparing one survey with another it will be seen that the overall average expenditure in September had increased to 3s. 2.3d as compared with 2s. 8.3d in May, an increase of 19%. The increase is greater for women (45%), than men (10%). Only a part of the increase can be explained by any change in the number using catering establishments. From table 3 it will be seen that the proportion of the sample with expenditure during the preceding seven days increased by about 6% for men and 9% for women. Most of the difference between the two sexes can be explained by the fact that whereas expenditure of male eaters-out increased by no more than about 5%, the corresponding increase for women eaters-out was from 4s. 3.0d to 5s. 7.5d per person with expenditure, i.e. an increase of 32%. The main difference in the results shown by the two surveys can therefore be attributed to heavier expenditure by those women who eat out.

Some of the increase may, however, be apparent only and due to improvements in technique. This was a heavy survey for both interviewer and informant, if the informant had had many meals out during the preceding seven days. At the second survey some interviewers may have been more skilful in eliciting mentions of some of the smaller items. Table 12 will show that in fact many more cups of tea, coffee and miscellaneous items such as ice-cream were recorded. Some of the differences may be due to this factor but probably not very much - in any case it fails to explain the higher expenditure of women.

In both sexes expenditure per head increased with income. The increase was more marked for men than women. Actually the variation in average expenditure by those eating out (row d) is not great, especially in the case of women. But taken together with the increase of eating out with income it results in quite a marked relationship (row b) with income.

Apart from the changes in expenditure from May to September which have just been commented on the reader will also notice a considerable income variation in the figures. Expenditure as a proportion of income is very small in the lowest income group, but the proportion rises steeply in the higher income groups. Elasticity of demand with income is greater when average expenditure per person in the sample is studied, but when one comes to consider average expenditure per person eating out, thus discounting the fact that the incidence of eating out is largest with the higher groups, income elasticity of demand turns out to be not so high.

TABLE 4
Expenditure on Meals outside the Home

	Income Group					Whole Sample		
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	May & Sept., 1949	May, 1949	Sept., 1949
Men								
(a) No. in sample	200	637	1,090	316	206	2,509	1,310	1,190
(b) Expenditure per person averaged on (a)	10.3d	2s 7.0d	4s 3.6d	6s 6.6d	12s 0.4d	4s 5.9d	4s 3.3d	4s 8.7d
(c) No. with expenditure on meals	29	315	669	223	160	1,325	727	698
(d) Expenditure per person averaged on (c)	5s 10.8d	5s 2.7d	7s 0.0d	9s 3.4d	15s 5.9d	7s 10.8d	7s 8.4d	8s 1.4d
Women								
(a) No. in sample	447	841	1,258	333	194	3,199	1,608	1,591
(b) Expenditure per person averaged on (a)	1s 1.8d	1s 9.5d	1s 6.9d	2s 2.1d	2s 11.9d	1s 8.6d	1s 4.8d	2s 0.5d
(c) No. with expenditure on meals	99	302	460	131	69	1,107	531	578
(d) Expenditure per person averaged on (c)	5s 1.3d	4s 11.9d	4s 3.6d	5s 6.4d	8s 4.9d	4s 11.6d	4s 3.0d	5s 7.5d
Men and Women								
(a) No. in sample	647	1,478	2,348	649	400	5,708	2,918	2,790
(b) Expenditure per person averaged on (a)	1s 0.6d	2s 1.6d	2s 10.0d	4s 3.7d	7s 7.8d	2s 11.2d	2s 8.3d	3s 2.3d
(c) No. with expenditure on meals	128	617	1,129	354	229	2,532	1,258	1,274
(d) Expenditure per person averaged on (c)	5s 3.5d	5s 1.3d	5s 10.8d	7s 10.8d	13s 4.3d	6s 7.4d	6s 2.9d	6s 11.9d

* Includes 60 men and 126 women for whom income group not available.

NOTE: All average expenditures refer to a week's expenditure but the averages are of two kinds; those in rows

(b) are averages obtained by dividing by all persons in the group irrespective of whether they had a meal out or not;

(d) are obtained by dividing only those who had incurred some expenditure during the week; they give therefore the average expenditure per person eating out.

Very few people were unable to give expenditure details and therefore no correction was necessary as is the case with the figures of expenditure on food for domestic consumption in section 6. When questioned further rather more people said their usual expenditure was higher in the preceding seven days than said the reverse. From this and other internal analysis one is, however, left with the impression that the results quoted may be underestimated to the extent of 10% or thereabouts.

In considering these estimates of meals expenditure it is necessary to emphasise that the sample on which they are based was a representative one covering all sections of the community; although certain residents of institutions like patients in hospitals or prisoners serving sentences were not interviewed, their omission from the sample cannot have been serious as they were not in a position to undertake any expenditure. Other residents of institutions such as nurses, members of prison staffs who were in a position to undertake expenditure were of course interviewed, and details of their expenditure is given in table 5. Apart from the groups just mentioned residents in institutions also included permanent residents in hotels, and there were 12 of these in the sample.

TABLE 5

Expenditure according to place of residence
(May and September surveys together)

	MEN		WOMEN		MEN & WOMEN		Persons in Whole Sample
	Percentage with some expenditure	Expenditure per person eating out	Percentage with some expenditure	Expenditure per person eating out	Percentage with some expenditure	Expenditure per person eating out	
Home	%	s. d.	%	s. d.	%	s. d.	
As Boarder	56	7 9.4	34	4 11.4	44	6 8.5	5471
In Institution etc.	68	12 1.6	51	5 9.8	62	10 3.5	105
	65	6 7.2	40	4 10.5	48	5 7.5	132
Sample	57	7 10.8	35	4 11.6	44	6 7.4	5708

The table clearly shows that there is very little difference in expenditure between those residing at home and those residing in institutions. The inclusion or exclusion of people in the latter groups cannot therefore affect the average expenditures already quoted in table 4. The group of "boarders" show distinctly greater use of catering establishments. In both sexes the proportion eating out is well above the average and they spend considerably above the average amount spent by other people.

However, it is necessary to remember that the distinction between those living at home and the other two groups is by no means as clear as might be thought. Roughly the first group includes all those who regard the place they are living in as their home in the ordinary sense, including those living in furnished rooms or lodgings and in which meals were not provided. The second group "Boarder" covers all informants who were living in boarding houses or as boarders in private families.

The higher expenditure which has been noted for boarders is of some importance since it suggests that it is precisely the more mobile members of the population of which boarders form a part who, being less frequently at home than most people, tend to have the highest meals-out expenditure. This fact is confirmed in section 7 where it is shown how the expenditure on meals was highest for those members of the sample who required three calls for contacting. In studying expenditure in this field it is of considerable importance to see that the more mobile members of one's sample are interviewed, even though they may be difficult to contact, since their expenditure affects the general level.

(111) Expenditure analysed by age and occupation

Apart from the income factor and the problem of special populations like boarders and residents of institutions, there are a number of other social factors, with which meals expenditure is associated. The results of these analyses are set out in the three following tables. In each table two columns are given, one showing the percentage of informants in the particular group who had incurred expenditure of this kind during the seven days preceding interview and a second giving the average expenditure during those seven days of those who had eaten out at some time during that period.

TABLE 6
Weekly expenditure of those eating out analysed by age of informant
(May and September together)

Age	MEN		WOMEN		MEN AND WOMEN		Total Persons
	Percentage with expenditure	Average expenditure per person eating out	Percentage with expenditure	Average expenditure per person eating out	Percentage with expenditure	Average expenditure per person eating out	
18 - 19	%	s. d.	%	s. d.	%	s. d.	
20 - 29	69	5 3.7	67	4 4.0	68	4 8.4	237
30 - 39	71	8 0.7	44	4 10.3	56	6 7.7	1,105
40 - 49	65	7 11.3	37	4 5.8	50	6 5.7	1,142
50 - 59	61	8 1.5	33	5 8.1	47	7 2.9	1,075
60 +	54	7 10.9	32	5 7.9	41	6 10.6	865
All ages	29	7 11.4	18	4 7.5	23	6 5.3	1,167
Number in Sample	2,498		3,183		5,681		5,681

TABLE 7

Weekly expenditure analysed by whether informant was working or not

	MEN			WOMEN		
	Number of Persons	Percentage with some expenditure	Average expenditure per person eating out	Number of Persons	Percentage with some expenditure	Average expenditure per person eating out
<u>Informant working -</u>		%	s. d.		%	s. d.
Full-time	2,118	64	7 11.7	814	62	6 4.7
Part-time	32	44	8 0.1	234	41	3 4.1
Retired,)						
Unoccupied) Housewives)	359	18	6 3.3	2,151	23	3 10.2
ALL	2,509	57	7 10.8	3,199	35	4 11.6

TABLE 8

Weekly expenditure by full-time workers in particular industries

	Number of Persons	Percentage with some expenditure	Average expenditure per person eating out
<u>MEN</u>		%	s. d.
Manufacturing	707	71	7 8.4
Transport, fishing and shipping	270	61	6 9.5
Mining & Quarrying	132	64	4 0.6
Gas, Water and Electricity	55	75	7 6.0
Building and Civil Engineering	226	62	6 8.5
Agricultural and Horticultural	123	27	6 4.9
Distributive Trades	184	66	10 5.0
National & Local Govt.	184	67	8 8.3
Personal Services	115	44	12 11.8
Others	122	70	11 2.3
ALL MEN	2,118	64	7 11.7
<u>WOMEN</u>			
Manufacturing	254	71	5 5.8
Distributive Trades	126	64	6 6.5
National & Local Govt.	72	78	6 10.7
Personal Services	168	39	6 11.1
Others	194	63	7 1.2
ALL WOMEN	814	62	6 4.7

In all three tables the results of the two surveys have been added together and in general the differences which the tables show are true of each survey separately. Use of catering establishments declines somewhat with age but the average expenditure of those who eat out is almost independent of age. The difference in the actual proportion eating out is most marked for older people; the proportion of people of 60 and over who paid for meals out was only half the average proportion. Although young people visited a catering establishment as frequently or more frequently than older people their average expenditure was somewhat lower, and this may be a reflection of their comparatively lower incomes. Full time workers had meals out more frequently than others but there were few noteworthy

differences between full-time workers in different industries. Only three groups call for comment. Those working in mining appeared to have meals out as frequently as the average worker but their average expenditure was lower, and this is probably a reflection of the greater incidence of snacks and beverages in their outlay; agricultural workers however, had meals out less frequently but the expenditure of those who did have meals out was above the average level. Finally the comparatively low figure (44%) for meals out by those in Personal Services is partly the result of the free meals which some persons in that industry receive. However it is not possible to analyse in any greater detail the eating out habits and expenditure of workers in different industries as the numbers involved are too small.

Finally it should perhaps be noted once again that the percentages in the tables refer to the proportion with expenditure during the week in question. This has been treated as being equivalent to whether the informant does or does not have a meal out. Generally this is the same thing but there are a few people who were given meals and did not pay for them but formed one of a family or other party. This point is referred to again in the next section, but its effect does not appear to be large enough to affect the main conclusions drawn from these tables.

4. EXPENDITURE ON INDIVIDUAL MEALS

(1) General comments

So far, this report has been concerned with expenditure on eating out as a whole. The next two sections give an analysis of this expenditure according to type of meal and the place of consumption. Altogether in the first survey the 2,918 informants reported 7,583 separate meals or items for which they paid and in the second the 2,790 informants reported 9,398 items. The next table gives the distribution of these 16,979 paid items according both to the type of meal and the place of consumption.

TABLE 9

Distribution of Meals according to type and place of consumption
(One week in May with one week in September)

Meals	Restaurant Hotel Cinema	Civic Restaurant	Factory Works or Colliery Canteen	Office Canteen or Staff Dining room	Public House	Club	Snack, Milk Bar	Others	Total
Breakfast	125	-	146	24	-	-	14	1	310
Lunch (Mid-day Meal)	1,896	121	1,598	690	37	30	105	115	4,592
Tea, High Tea	771	21	120	38	-	26	49	21	1,046
Supper	173	2	38	7	-	2	21	9	252
Dinner (Evening Meal)	125	-	9	-	1	8	-	1	144
Snacks	1,037	22	1,735	562	24	41	516	558	4,495
Cup of Tea	402	25	1,579	692	27	28	299	764	3,816
Cup of Coffee	202	1	45	81	-	-	55	52	436
Miscellaneous	453	8	129	88	-	11	353	866	1,888
No. of Meals	5,184	200	5,309	2,182	89	146	1,412	2,387	16,979

Since this information is based on a total of 5,708 persons it implies a total number of 2.98 items of outlay per week per person of 16 and over, or just over one main meal and two minor items per person. This number excludes as already stated, all meals eaten by residents of hotels and institutions while in these hotels or institutions and it also excludes all meals bought directly by persons under 16. It does however include any consumed by persons under 16 who were accompanied by an informant and for whom the informant paid.

The description of the meal and of the place where it was eaten as used in tables 11 to 14 were dependent on the informant. There is for example no clear distinction between snacks and tea or snack and lunch. In general a meal was treated as a lunch or tea if the informant so regarded it. Usually this implies that these were meals that is lunch and tea, taken at about the time the informant considered such a meal should be eaten, whereas snacks were often any items consumed outside the usual times for the conventional meals. There was no possibility of dividing meals into main and subsidiary, by the number or content of dishes for instance.

In this respect, that is in the description of the meal, slightly different treatments were given to the two surveys. In the second the informant was asked for the approximate time at which the meal was consumed and this additional information served to make the description of some of the meals more precise. In particular it obviated any risk that lunch and evening dinner would be confused, through poor description or through different words enjoying a similar meaning in different parts of the country. The change also seems to have had the opposite effect of describing a few meals as dinners, which in the first survey were described as suppers.

This addition to the second survey may have had the incidental advantage of separating out snacks and odd cups of tea if they were consumed at different times, whereas in the first survey there were probably some items which should have been shown separately but which the informant conveniently grouped together. This change of technique may partly explain some of the increase in the number of smaller items reported, in particular cups of tea. This consideration will of course render the exact number of items shown in the following tables open to doubt but will not affect the overall expenditure of an individual. It will be appreciated that the cost of a meal is the whole cost and may include tea or coffee and tip. The items "cup of coffee, only" and "cup of tea, only" refer to those items when they are taken separately from any meal. The miscellaneous group includes ices eaten separately from a meal, whether in a catering establishment or not and also odd items of food such as cakes and fruit which never found their way home into the family pool but were specifically bought for eating out, at work, in the street or park or other open space.

There are similar qualifications as regards the definition of places of consumption. These, also, are partly dependent on the meaning assigned to them by the informant although the interviewers were carefully briefed to ensure that they understood their meaning in the light of the classification it was proposed to use. The first group "restaurant, hotel, cinema" includes all meals eaten in restaurant, including cinema and theatre restaurants, restaurant cars, all places that the informant regarded as a cafe and any meals taken by non-residents in hotels. The chief difficulty arises over the term "snack and milk bars" since there is no clear distinction between this group and cafes which may be included in the first. Works canteens included all factory and colliery canteens; office canteens included all staff dining rooms. The miscellaneous group "others" includes all meals which would not fit into one of the preceding groups; principally items consumed out of doors or food taken to work and bought specifically for this purpose. The survey excluded all alcoholic drinks; items shown under "Public house" are therefore meals and snacks but not separate drinks. It is probable however that where drinks were consumed with a meal these have been included in the cost; this qualification applies to all meals consumed on licensed premises - restaurants etc. as well as public houses.

The meals dealt with in the tables in the following sections are those paid for by informants. On the one hand they include all meals paid for, including those eaten with him by friends or relatives. On the other hand, they exclude meals eaten by our informant, but paid for by someone else. There were 16,979 items reported as paid for by informants; the number actually consumed by informants whether paid for or not was 17,210. Included in this figure are some 1,200 items which the informant obtained free in the course of his or her employment. Excluding these meals, the number reported as in fact consumed by informants, and paid for by them or by some other person was 16,008. This figure compares with the 16,979 mentioned above. The difference must be attributable, within limitations of sampling variations, as due to meals paid for by informants but consumed by people not included in the sample that is by persons under 16. A difference of this order between the number of meals consumed by informants and paid for by individuals in the sample occurred in both surveys and was greater for men than women.

TABLE 10

	Men	Women	Whole Sample
Number in sample	2,509	3,199	5,708
Meals paid for by informants (a)	11,137	5,842	16,979
Meals consumed (excluding Meals obtained free) (b)	10,370	5,638	16,008
(b) as % of (a)	93%	97%	94%

It is reasonable to assume that some 6% of total meals are consumed by children under 16, when accompanying their parents. The discrepancy is less for women than men and this can be explained in the following way. Some of the meals paid for by women were consumed by

children but the resulting deficit between the number of meals paid for but reported as consumed by the sample is partly offset by the meals paid for by men but consumed by women in the company of men. However the differences are not large and the data on distributions of meals in Tables 11 and 12 are applicable in practice to the actual consumption of meals even though the latter are actually based on the number of meals paid for.

The 1,200 items which were obtained free in the course of the informant's employment and which are not included in the totals represent some 7% additional meals. About one-third of these items were eaten by women and somewhat over one-third were lunches taken while the informant was working.

(11) Distribution of meals and expenditure between different catering establishments and over different types of meals

The next four tables give the distribution of the number of meals paid for and the expenditure on them, separately according to the type of meal and place of consumption. Each expenditure average has been obtained by dividing total expenditure in the sample by the number of persons in that sample; men, women, or the total as the case may be. Total expenditure on all meals for the two surveys together therefore adds up to the summary figures of 4s. 5.9d for men, 1s. 8.6d for women in the (b) lines of Table 4. Prices for meals are given in the next section, 4(111).

In terms of numbers the most important items are lunch, snacks and cups of tea but because of the relatively lower expenditure on the second two items, slightly over 50% of all expenditure was on account of lunch; the next most important contributor to total expenditure being "snacks" followed by "tea". As a large part of the difference in average expenditure of the two sexes is related to whether they are regular eaters out or not, it is not surprising to find that the difference between the sexes runs throughout the tables. In general the distribution of the number of meals and expenditure as between different meals and places is the same for the two sexes. This is clear from the lower half of each table giving the percentage distributions.

However a few differences are noteworthy and merit some discussion. Men tend to have more meals and to spend more of their money in works canteens than women, whereas women tend to patronise restaurants and cafes more frequently and to incur a higher proportion of their expenditure there. But as has been pointed out a comparison of the sexes by types of meals shows virtually no distinction. These tables also suggest that there is little difference in what men and women pay for their meals by type of establishment and that differences in expenditure arise above all from frequency of visits.

Perhaps one of the most vital qualifications to bear in mind when using this table is that the items cups of tea, coffee and ice-cream are not a complete count but only include those which the informant reported as being consumed separately from a meal. Moreover the fact that children under 16 are omitted seriously affects the figure for ices. Nevertheless the rise in the proportion of "other" meals as between the early May and the early September survey is most marked, from 7% to 20% of meals and this in itself reflects a large rise in ice-cream consumption.

(111) Prices

A particularly interesting feature of this survey is the light it throws not only on average levels of expenditure but also on the prices paid by those who eat out for various meals. Table 15 gives average prices for each main and supplementary meal. Separate averages are shown for a selection of different types of catering establishments. The numbers involved are not sufficient to justify separate averages for every type of establishment; on the other hand the adoption of a rigid rule of giving separate figures for any of those groups which covered at least 25 items say, would have ruled out a number of categories which would be of especial interest, in particular prices of meals in public houses. Therefore the table includes unavoidably certain averages which are based on a small number of cases; this point should be borne in mind when drawing conclusions as to differences between prices in different establishments; however, the relative reliability of each price can be judged by consulting Table 16 which gives the number of meals on which each average is based. Wherever a separate average is not shown for a particular type of catering establishment, any meals eaten in it have been included in "others"; otherwise the definition of each category is the same as in the preceding tables.

Further, these figures are not prices of standard and comparable meals but are the total expenditure on the meal including tips. Thus apparent differences between meals in different establishments, between sexes or between the two surveys reflect not only differences in price but also differences in type, size and quality of the meal or in the number of dishes. In particular the group described as "tea" covers a very wide range of items; it includes all teas, both afternoon and high tea but excludes separate cups of tea.



TABLE II
Distribution of meals between different catering establishments
(One week in May and one in September)

	MEN	WOMEN	WHOLE SAMPLE		
	May and September	May and September	May and September	May	September
Restaurant, Hotel, Cinema, etc.	3,224	1,980	5,184	2,699	2,485
Civic Restaurant	122	78	200	92	108
Works Canteen	4,098	1,301	5,399	2,845	2,754
Office Canteen etc.	1,295	867	2,162	1,065	1,107
Public House	51	38	89	55	34
Club	101	45	146	58	90
Snack Bar	864	548	1,412	475	937
Others	1,382	1,005	2,387	508	1,881
NUMBER OF MEALS	11,137	5,842	16,979	7,583	9,396
	%	%	%	%	%
Restaurant, Hotel, Cinema, etc.	29	34	30	35	27
Civic Restaurant	1	1	1	1	1
Works Canteen	37	22	32	35	29
Office Canteen etc.	12	15	13	14	12
Public House	-	1	1	1	-
Club	1	1	1	1	1
Snack Bar	8	9	8	6	10
Others	12	17	14	7	20
Percentages based on total number of meals	11,137	5,842	16,979	7,583	9,396
No. of persons in sample	2,509	3,199	5,708	2,918	2,790
No. eating out	1,425	1,107	2,532	1,258	1,274

TABLE I2
Number of each type of meal, paid for by informants
(One week in May and one in September)

	MEN	WOMEN	WHOLE SAMPLE		
	May and September	May and September	May and September	May	September
Breakfast	282	28	310	174	136
Lunch (Mid-day Meal)	3,041	1,551	4,592	2,382	2,210
Tea, High Tea	886	380	1,046	485	581
Supper	190	62	252	78	174
Dinner	116	28	144	69	76
Snacks	2,975	1,520	4,495	2,217	2,278
Cup of Tea	2,696	1,120	3,818	1,435	2,381
Cup of Coffee	249	187	436	170	268
Ice-Cream	482	640	1,122	336	787
Miscellaneous	440	326	766	238	528
Number of Meals	11,137	5,842	16,979	7,583	9,396
	%	%	%	%	%
Breakfast	3	-	2	2	1
Lunch (Mid-day Meal)	27	27	27	32	24
Tea, High Tea	8	7	6	6	6
Supper	2	1	1	1	2
Dinner	1	-	1	1	1
Snacks	27	28	27	29	24
Cup of Tea	24	19	22	19	25
Cup of Coffee	2	3	3	2	3
Ice-Cream	4	11	7	5	8
Miscellaneous	4	6	4	3	8
Percentages based on total number of meals	11,137	5,842	16,979	7,583	9,396

TABLE I3
Distribution of weekly expenditure between different catering establishments

	MEN		WOMEN		WHOLE SAMPLE - MEN & WOMEN			
	May and September		May and September		May and September		May	
	s.	d.	s.	d.	s.	d.	September	
Restaurant, Cinema, Hotel	2	4.7	1	0.3	1	7.5	1	6.6
Civic Restaurant	0	0.7	0	0.3	0	0.5	0	0.5
Works Canteen	1	0.9	0	2.6	0	7.1	0	6.9
Office Canteen	0	4.1	0	1.7	0	2.7	0	2.6
Public House	0	0.4	0	0.2	0	0.3	0	0.3
Club	0	0.9	0	0.3	0	0.6	0	0.6
Snack, Milk Bar	0	2.7	0	1.3	0	1.9	0	1.2
Others	0	3.5	0	1.9	0	2.6	0	1.6
Total expenditure per week per person in sample	4	5.9	1	8.6	2	11.2	2	8.3
	%		%		%		%	
Restaurant, Hotel	53		90		58		58	
Cinema	1		1		1		1	
Civic Restaurant	24		13		20		19	
Works Canteen	8		8		8		7	
Office Canteen	1		1		1		1	
Public House	2		2		2		2	
Club	5		6		5		7	
Snack, Milk Bar	6		9		7		10	
Others								
Percentages based on total expenditure of -	4	5.9	1	8.6	2	11.2	2	8.3

TABLE I4
Distribution of weekly expenditure per head between different meals

	MEN		WOMEN		WHOLE SAMPLE - MEN & WOMEN			
	May and September		May and September		May and September		May	
	s.	d.	s.	d.	s.	d.	September	
Breakfast	0	1.5	0	0.1	0	0.7	0	0.8
Lunch (Mid-day Meal)	2	3.7	0	11.1	1	6.3	1	5.7
Tea, High Tea	0	5.5	0	2.5	0	3.8	0	3.1
Supper	0	2.0	0	0.8	0	1.2	0	0.8
Dinner (Evening Meal)	0	3.0	0	0.3	0	1.5	0	1.7
Snacks	0	8.6	0	3.2	0	5.6	0	5.3
Cup of Tea	0	2.3	0	0.8	0	1.4	0	1.2
Cup of Coffee	0	0.4	0	0.2	0	0.3	0	0.2
Ice-Cream	0	1.1	0	1.1	0	1.1	0	0.6
Miscellaneous	0	1.8	0	0.9	0	1.3	0	1.1
Total expenditure per week per person in sample	4	5.9	1	8.6	2	11.2	2	8.3
	%		%		%		%	
Breakfast	3		-		2		2	
Lunch (Mid-day Meal)	51		54		52		50	
Tea, High Tea	10		12		11		12	
Supper	4		3		3		5	
Dinner (Evening Meal)	6		2		4		3	
Snacks	16		15		16		15	
Cup of Tea	4		3		4		4	
Cup of Coffee	1		1		1		1	
Ice-Cream	2		5		3		4	
Miscellaneous	3		5		4		4	
Percentages based on total expenditure of -	4	5.9	1	8.6	2	11.2	2	8.3

TABLE 15
Expenditure per meal in different catering establishments

	Place of Consumption	AVERAGE EXPENDITURE PER MEAL					
		MEN		WOMEN		MEN AND WOMEN	
		May	Sept.	May	Sept.	May	Sept.
BREAKFAST	Restaurant	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
	Works Canteen	1 9	1 5	9	1 10	1 8	1 5
	Others	9	11	-	6	9	10
	Total	10	11	8	-	10	11
DINNER (Evening Meal)	Restaurant	1 2	1 1	9	11	1 2	1 1
	Others	5 3	2 6	-	11	5 3	1 7
	Total	6 5	4 7	3 1	2 10	6 0	4 2
LUNCH	Restaurant	2 8	2 9	2 4	3 2	2 7	2 11
	Civic Restaurant	1 5	1 5	1 4	1 3	1 5	1 4
	Works Canteen	1 3	1 4	1 0	1 2	1 2	1 4
	Office Canteen	1 4	1 5	1 1	1 2	1 3	1 4
	Public House	2 2	2 4	3 0	3 10	2 7	2 8
	Club	3 11	3 8	6 3	6 4	5 0	4 3
	Snack, Milk Bar	1 6	1 6	1 2	1 10	1 4	1 8
	Others	1 3	1 10	1 2	1 5	1 2	1 8
	Total	1 11	1 11	1 9	2 2	1 10	2 0
TEA, HIGH TEA	Restaurant	1 9	2 4	1 8	2 2	1 8	2 3
	Works Canteen	11	1 0	1 0	-	11	1 0
	Snack, Milk Bar	1 6	11	1 2	1 4	1 5	1 1
	Others	1 5	1 3	9	1 2	1 2	1 2
	Total	1 7	1 11	1 7	1 11	1 7	1 11
SUPPER	Restaurant	2 1	3 1	2 4	2 8	2 2	3 0
	Others	7	1 6	1 3	1 5	9	1 6
	Total	1 11	2 5	2 3	2 5	2 0	2 5
SNACKS	Restaurant	10	10	8	10	9	10
	Works Canteen	6	6	5	5	6	6
	Office Canteen	6	5	4	5	6	5
	Public House	2 0	9	-	-	2 0	9
	Snack, Milk Bar	8	9	7	10	8	10
	Others	8	7	7	6	8	6
	Total	7	7	6	7	7	7
CUP OF TEA (only)	Restaurant	4	4	3	4	4	4
	Works Canteen	2	2	2	2	2	2
	Office Canteen	2	2	1	1	2	2
	Snack, Milk Bar	3	2	4	2	3	2
	Others	3	1	2	1	3	1
	Total	3	2	2	2	2	2
CUP OF COFFEE (only)	Restaurant	5	4	5	5	5	5
	Others	3	3	3	3	3	3
	Total	3	4	4	4	4	4
ICE-CREAM (only)	Restaurant	7	7	6	7	6	7
	Works Canteen	4	3	5	3	4	3
	Snack, Milk Bar	7	6	5	5	6	6
	Others	5	5	4	5	4	5
	Total	6	6	5	5	6	6

TABLE 16
Numbers of meals used in calculating average expenditure of Table 15

Place of Consumption		NUMBER OF MEALS					
		MEN		WOMEN		MEN AND WOMEN	
		May	Sept.	May	Sept.	May	Sept.
BREAKFAST	Restaurant	66	44	8	5	74	49
	Works Canteen	71	66	—	9	71	75
	Others	20	12	6	—	26	12
	Total	157	122	14	14	171	136
DINNER (Evening Meal)	Restaurant	51	52	9	13	60	65
	Others	8	4	—	6	8	10
	Total	59	56	9	19	68	75
LUNCH	Restaurant	686	489	348	372	1,034	881
	Civic Restaurant	45	27	26	23	71	50
	Works Canteen	635	555	208	202	841	757
	Office Canteen	201	233	124	127	325	360
	Public House	10	16	7	4	17	20
	Club	9	10	8	3	17	13
	Snack, Milk Bar	18	41	17	29	35	70
	Others	15	50	21	29	38	79
Total		1,819	1,421	757	789	2,376	2,210
TEA, HIGH TEA	Restaurant	212	240	168	151	378	391
	Works Canteen	57	62	1	—	58	62
	Snack, Milk Bar	13	21	3	12	18	33
	Others	20	39	10	36	30	75
Total		302	362	180	199	482	561
SUPPER	Restaurant	52	71	16	33	68	104
	Others	7	59	2	11	9	70
	Total	59	130	18	44	77	174
SNACKS	Restaurant	366	226	242	206	608	432
	Works Canteen	694	601	232	208	926	809
	Office Canteen	190	134	112	122	302	258
	Public House	4	14	—	—	4	14
	Snack, Milk Bar	127	186	78	117	205	305
	Others	110	307	48	155	158	482
Total		1,491	1,470	712	808	2,203	2,278
CUP OF TEA (only)	Restaurant	126	184	63	29	189	213
	Works Canteen	507	692	123	257	630	949
	Office Canteen	188	233	135	138	323	369
	Snack, Milk Bar	65	164	14	58	79	220
	Others	110	427	104	203	214	630
	Total	998	1,700	439	681	1,436	2,381
CUP OF COFFEE (only)	Restaurant	37	79	47	39	84	118
	Others	66	67	20	61	86	148
	Total	103	146	67	120	170	266
ICE-CREAM (only)	Restaurant	68	96	79	96	147	192
	Works Canteen	10	9	7	11	17	20
	Snack, Milk Bar	28	59	48	101	76	180
	Others	19	193	76	222	96	415
	Total	125	357	210	430	336	787
Miscellaneous items not included in Table 15		171	291	96	237	266	528

The addition of the tip does not make a great deal of difference to the analysis; where a tip was given it amounted to about an additional 10% of the price, being somewhat greater in proportion for cheaper than dearer meals. In practice however tips were only given in the first group of catering establishments namely restaurants, cafes, etc. and then only in about 40% of cases. Altogether tips were given for about 8% of the items covered in the second survey and accounted for slightly under 1½d. of the 3s. 2½d average expenditure of table 4. Further information on tipping, on the number of tips left and the amount spent is available in a separate report to the Ministry of Labour entitled "Tipping in Catering Establishments" (N.S. 706/2).

There is no clear difference between the sexes in expenditure per meal. Many of the differences are not large, and some of the differences occur where the number of the meals forming the basis of the averages is small. It is difficult to say how far there is a real difference between the two sexes especially as the figures relate to meals paid for by the informant and some of the payments made by men refer to meals consumed by them and their families. The same proviso attaches to the figures for women except that here the additional meals are more likely to refer to children. It is not possible to say precisely when differences occur in the expenditure of the two sexes and in the prices they pay, whether these differences result because one sex tends to patronise more costly establishments or whether the differences result from paying for comparatively more food or dishes. On the other hand there are differences in the prices of meals eaten in different types of establishments. Thus in general the meals on which expenditure was greatest were those in restaurants with the exception of the few lunches eaten in clubs. In general the cheapest lunches were obtained in either works, or office canteens or civic restaurant - their average price varied from 1s. to 1s. 5d.

The reader will notice that the average price of most categories of the meals consumed is around 2s. and this also reflects the fact that very few comparatively costly single meals of 5s. or upward were bought.

(iv) Distribution of meals by day and time

In both surveys the informant was also asked on which day of the week each meal was consumed, with the following results:

TABLE 17

Distribution of Expenditure per Head by Day of Week

Day of Week	May		September		May and September	
	s.	d.	s.	d.	s.	d.
Sunday	1.4		2.5		1.9	5
Monday	4.9		5.4		5.2	15
Tuesday	5.5		6.4		5.9	17
Wednesday	5.8		6.5		6.0	17
Thursday	5.8		6.0		5.8	16
Friday	5.7		6.1		5.9	17
Saturday	3.6		5.4		4.5	13
Whole Week	2	8.3	3	2.3	2	11.2
						100

As explained earlier the second survey, but not the first, provides information on the time meals were eaten. The question of time was put to clarify for instance what meal an informant meant when they said lunch. Only an approximate time was asked for, and it was not possible to distinguish between the time at which the meal began and the time it finished. In most cases the distinction would be of little importance except for some main meals and it is probable that for these the informant tended to give the time the meal began.

Almost 60% of breakfasts were eaten before 9 a.m. but there were a surprisingly large number eaten after 10 a.m. All the 189 breakfasts reported in the second survey were eaten by full time workers and most of the late breakfasts will be explained by workers on shift work or commencing work at an early hour. However it is possible that the information on breakfasts may be incomplete; the people likely to have breakfast out are small in number and difficult sometimes to contact on a survey.

As would be expected, 12.0 to 1.0 p.m. was the most frequently mentioned time for lunch; 53% of lunches being eaten in this period, 40% between 1.0 and 2.0 p.m.; 3% before noon and 4% after 2 p.m. One interesting difference in social habits was noticeable when these meals were further analysed by place of consumption.

TABLE 18
Time of Consumption of Lunches
(September Survey)

Time of Consumption	Restaurants, Hotel, Cafe, Cinema, Public House, Club	Factory Works or Colliery Canteen	Office Canteen or Staff Dining Room	Others - including Civic Restaurant	Total
Before 12.0	%	%	%	%	%
12.0 - 1.0 p.m.	2	4	4	2	3
1.0 - 2.0 p.m.	42	66	48	60	53
After 2.0 p.m.	51	27	42	36	40
	5	3	6	2	4
Number of Meals for which time was given	840	785	465	242	2,332

Most lunches in cafes and restaurants are taken between 1 and 2 p.m. and not between 12 and 1 p.m. as is the case with lunches in other places including canteens. This reflects the larger proportion of women shoppers and white collar workers who eat in these places and whose "working" timetable is markedly different from that of the factory worker who starts work much earlier in the day and has his lunch much earlier too.

"Teas", which included with afternoon and high teas were mostly consumed between 4.0 and 6.0 p.m. only 7% before 4.0 p.m. and 15% after 6.0 p.m.; in fact 44% were between 4.0 and 5.0 p.m. and 33% between 5.0 and 6.0 p.m.

Supper and dinner were naturally eaten at similar times, mostly between 6.0 and 7.0 p.m.; the distinction being mainly socio-economic; thus suppers tended to be eaten by poorer and dinners by somewhat more prosperous people.

As would be expected snacks and odd cups of tea were consumed at all hours of the day, chiefly in the periods between the conventional meals (see Table 19). On the other hand somewhat over 70% of the separate cups of coffee were drunk between 10.0 a.m. and noon. As for ice-cream which is the only single important constituent of the miscellaneous group of meals this was eaten at all hours but chiefly in the late afternoon.

TABLE 19
Time of Consumption of Snacks and Cups of Tea
(September Survey)

Time of Consumption	Snacks	Cups of Tea
	%	%
Before 10.0 a.m.	10	12
10.0 - 11.0 a.m.	22	27
11.0 - 12 noon	12	7
12.0 - 3.0 p.m.	13	11
3.0 - 4.0 p.m.	21	26
4.0 - 5.0 p.m.	14	12
After 5.0 p.m.	8	5
Number of Meals for which time was given	2,133	2,380

5. DIRECT EXPENDITURE BY CHILDREN

The sample consisted of persons aged 16 and over. The information obtained in the inquiry did not therefore cover any direct expenditure made by children under 16; although, of course, it covers expenditure on meals consumed by children when accompanied by an adult if the meals were paid for by that adult. In order to deal with the direct outlay of children each informant who was a mother with children under 16 was asked for certain details about any direct expenditure by her children. Since the information was obtained secondhand it is probable that the results are on the low side, however they give some idea

of the importance of expenditure by children. Altogether mothers in the two samples were responsible for 1,068 children under 16 in the first survey and 991 in the second; the average expenditure per child was as follows:-

TABLE 20
Details of eating out expenditure by children

	No. of children with expenditure			Expenditure per child per week.		
	May	Sept.	May & Sept.	May	Sept.	May & Sept.
School Meals	322	262	584	8s. 7d.	8s. 6d.	8s. 7d.
Meals at work	19	6	25	.9	.3	.6
Cakes & Buns	106	91	197	1.2	1.2	1.2
Ice-Cream	435	498	933	4.4	6.4	5.4
Other items	153	132	285	2.2	2.0	2.1
Total Expenditure				1 4.4	1 4.6	1 4.5
No. of children (Basis of averages)				1,068	991	2,059

The number of children used as a divisor in this table includes all children up to and including 15 year olds. Since younger children will naturally have no direct expenditure the average amount spent by those who have is considerably greater. About half the total expenditure was on account of school meals. It is likely however that this is a slight understatement, largely because the second survey certainly, and the first survey to a smaller extent, began before all school holidays had ended. About 30% of these 2,059 children had school meals, or approximately 48% of the children between 5 and 15 in the first sample, and 42% in the second sample; the amount paid being 2s. id. a week. These children also included a few under 16's who were at work. Their average expenditure per week was between 4s. and 5s. per head but since they constitute such a small part of the total population under 16 (about 1% of all children or 25% of those aged 15) their contribution to national expenditure is very small. Expenditure on ice-cream was the next largest item figures were given for 40% of children in the first sample and 50% in the second sample; the average weekly expenditure per child who had ice-cream was about 1s. The difference between the two figures is, of course, a seasonal one, but does not show the whole seasonal range.

As the next table shows there was very little variation in this expenditure with the income group of the senior wage earner of the household. Since children constitute about one-quarter of the population the average expenditure by children averaged over persons of all ages was about 4d. varying as shown in the second row of the next table.

TABLE 21
Total eating out expenditure by children

	Income Group					Whole Sample
	Up to £3	£3 to £5	£5 to £7.10	£7.10 to £10	Over £10	
Expenditure per child	d.	d.	d.	d.	d.	d.
Expressed as per head including adults	9.6	16.0	16.5	18.0	18.2	16.5
Number of children	64	466	1,087	258	137	2,059 +

+ Including 47 for whom income group was not available.

When it is recalled that average expenditure per person (including children) was 2s. 3d. per week, it will be appreciated that the contribution of children's direct outlay is relatively small. The reader will notice the absence of any marked trend of expenditure with income group.

6. PURCHASE OF FOOD FOR CONSUMPTION AT HOME

All subjects were also asked supplementary questions on purchases of food for domestic consumption. This was done to get as complete a picture as possible of food outlay. Each informant was asked whether he or she bought all the food or some of the food for their family and how much was spent each week.

The table overleaf confirms that most women do the food shopping, but it also indicates that there is a proportion of men who do some shopping.

TABLE 22

Proportion of Individuals doing Household Food Shopping

	Income Group					Whole Sample		
	Up to £3	£3 to £5	£5 to £7 10	£7 10 to £10	Over £10	May & Sept.	May	Sept.
	%	%	%	%	%	%	%	%
MEN								
Bought most food	22	8	2	3	1	6	5	6
Bought some food	8	10	16	20	24	15	15	15
Bought no food	70	82	82	77	75	79	80	79
All Men in Sample	200	637	1,090	316	206	2,509	1,310	1,199
WOMEN								
Bought most food	77	76	81	82	75	78	79	78
Bought some food	4	5	4	5	7	5	4	5
Bought no food	19	19	15	13	18	17	17	17
All Women in Sample	447	841	1,258	333	194	3,199	1,608	1,591

Individuals in these samples fall into two groups, those who bought all or at least most of the food, usually the housewife, and other people; 96% of expenditure on food for domestic consumption was obtained by the housewife and only 4% by others. The average expenditure of the 1,324 housewives in the first survey was 51s. 5d. and of the 1,338 housewives in the second survey 49s. 4.8d. with an average of 50s. 4.9d. These figures have been obtained after making an allowance for a number of housewives who could not give an estimate of their expenditure. The families covered by these housewives comprised 4,191 and 4,225 persons respectively. The average expenditure per person in these families was as follows:-

TABLE 23

Weekly Expenditure per Person on Food for Domestic Consumption

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7 10	£7 10 - £10	£10 & Over	
	s. d.	s. d.	s. d.	s. d.	s. d.	
May	13 10	15 8	16 3	18 3	18 6	16 3
September	13 9	14 10	15 5	17 3	19 2	15 8
May and September	13 10	15 3	15 10	17 9	18 10	15 11

The figures for the two surveys together are those shown in table 1. These results are probably a slight underestimate of expenditure since they ignore the food bought by those who were not housewives. The inclusion of this would add about 4% to table 23, i.e. it would increase the 18s. per head by about another 7d. The table shows that the income elasticity of demand for food is comparatively low and that increases in income are only accompanied by a comparatively slight increase in outlay. The level of domestic food expenditure by the lower income groups was lower in September than May, but this fall, it will be remembered, has been compensated for by higher eating out expenditure. The top income group shows an increase but this difference may be fortuitous and a consequence of the small numbers involved.

Although expenditure was not obtained in detail by commodities, each subject was asked for separate figures of outlay at each type of shop. This was primarily done to ensure that no particular group of foodstuff, e.g. milk was omitted. However the results may be of interest in themselves and they are quoted below but with considerable reservation. No definition of each type of shop was given and the meaning was that attached to the term by each informant; nor has any adjustment been made because some foodstuffs are often sold in different shops, e.g. bacon might be purchased from a grocer or butcher, fats from a grocer or dairy, biscuits from a grocer or Woolworths. However alcoholic drinks, chocolate and sugar confectionery will generally be excluded. From Table 22 it will be observed that 21% of the men in the sample and 83% of the women purchased some food for domestic consumption. Of the 615 men and 2,658 women represented by these percentages, detailed accounts by type of shop were received from 2,790. The difference is accounted for by 217 who could not give separate figures but were only prepared to estimate the total and a further 164 who had not actually spent anything during the seven days preceding interview. The average expenditure of these 2,790 persons over the preceding seven days was 46s. 4.8d. This figure differs from the 50s. 4.9d. quoted in the paragraph preceding table 23 for three reasons. It includes expenditure by non-housewives and since their expenditure is below that of housewives the figure of 46s. 4.8d. is below that quoted earlier. It also differs because it has been calculated only on those with expenditure during the preceding seven days and who were able to give details of it. However these two latter qualifications are of little importance as compared with the first. The next table shows this 46s. 4.8d. broken down according to outlay by different types of shop.

TABLE 24
Weekly Expenditure on food, by type of shop

	Expenditure per person buying food	%	Estimated distribution of overall average expenditure
			s. d.
Grocer	20 11.1	45	7 2.3
Baker	3 11.1	8	1 4.2
Butcher	4 8.0	10	1 7.2
Fishmonger	2 11.0	6	1 0.0
Greengrocer	6 3.9	14	2 2.1
General Store	1 4.9	3	5.8
Milkman or Dairy	4 10.1	11	1 8.0
Other Shops	1 4.7	3	5.7
All Shops	46 4.8	100	15 11.3

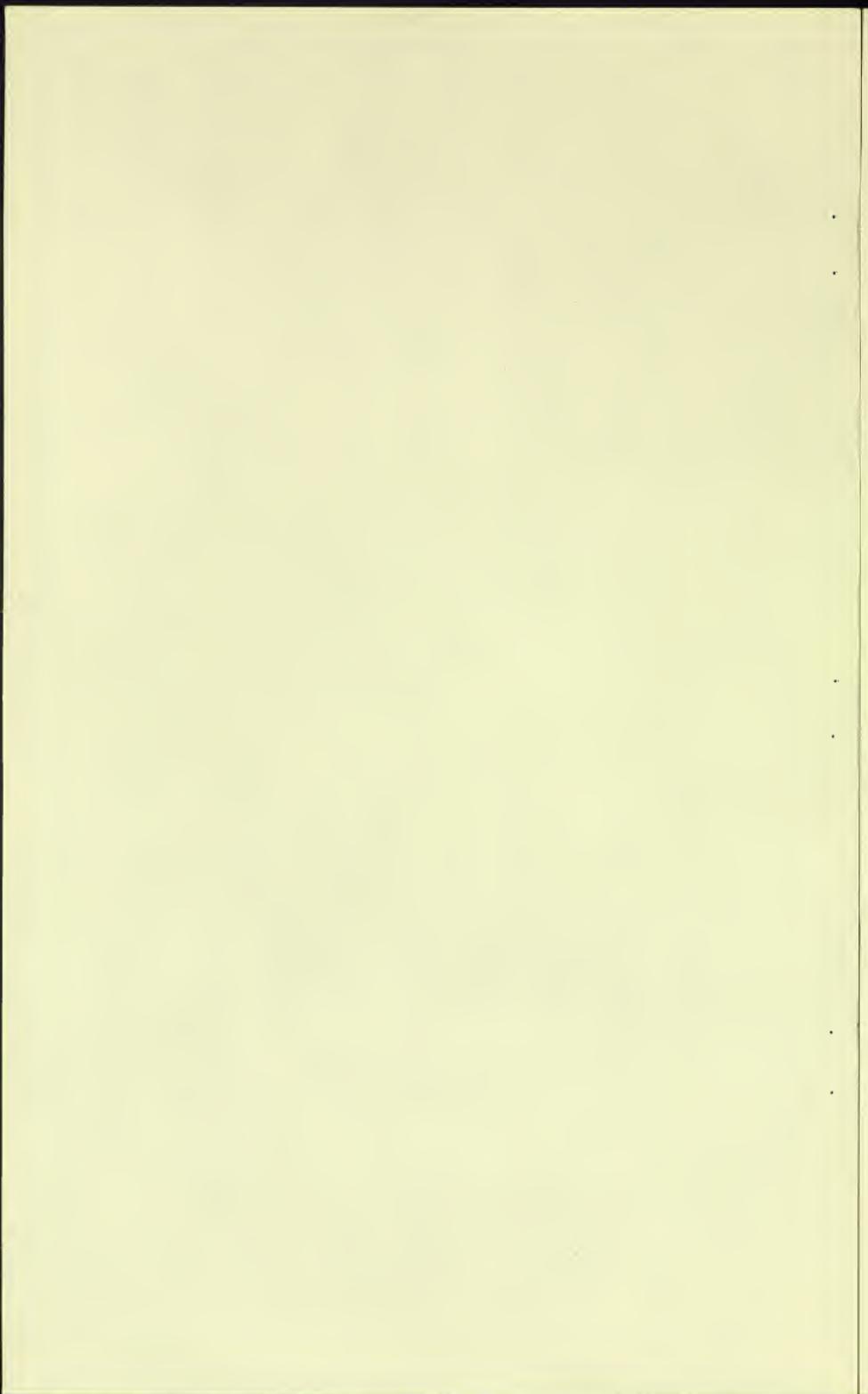
The third column gives an estimated breakdown of the 15s. 11d. in Table 23 based on the percentage distribution of 46s. 4.8d. The grocer's bill is almost half the total and this is true at almost all economic levels. There does not appear to have been any marked changes in the proportionate distribution of expenditure as between different types of food shop in this period. Expenditure at butchers rose from 9% of food outlay in May to 11% in September from 4s. 1.8d to 5s. 2.5d. per person buying food. This fact will be remembered reflects upward changes in the size of the ration and in the price of meat. Otherwise buying habits have remained quite stable.

7. Details of the Fieldwork

The two samples were samples of about 3,000 individuals selected as described elsewhere. The districts forming the first stage sampling units were the same in both samples and were as follows:-

Stirling Co.	Sheffield	Leicester	Paddington
E. Lothian Co.	Wortley R.D.	Smethwick	Bethnal Green
Edinburgh	Liverpool	Biddulph	Hayes & Harlington
Glasgow	Manchester	Aldridge	Twickenham
Dumbarton	Stockport	Alcester R.D.	E. Barnet
Aberdeen	Burnley	Coventry	Wanstead
Angus Co.	Wigan	Birmingham	Greenwich
Dunfermline	Crosby	Cardiff	Camberwell
Renfrew Co.	Widnes	Ross R.D.	Penge
Billingham	Urmston	Devizes R.D.	Malden & Coombe
Crook	Lytham	Weston	Poole
Sunderland R.D.	Kendal	Plymouth	Slough
Newcastle	Mossley	Truro	Farnborough
Stanley	Blackburn R.D.	Ebbw Vale	Winchester R.D.
Hull	Prestatyn	Ystradgynlais	Witney R.D.
Beaumont	Repton R.D.	Southend	Brighton
Leeds	Shrewsbury	Gt. Yarmouth	Folkestone
Morley	Matlock	Braintree	Malling R.D.
Halifax	Grantham	Mildenhall R.D.	Farnham
	Grimsby	Amphill R.D.	

Altogether 1,310 men and 1,608 women were interviewed in the first enquiry and 1,199 men and 1,591 women in the second enquiry. Fieldwork for the first took place between 25th April and 26th May, 1949; for the second from 29th August to 22nd September, 1949. The sampling scheme employed was one which is in general use for surveys of individuals carried out by the Social Survey. A great deal of care was taken to see that wherever possible the selected person was in fact interviewed. On this survey more than half the persons in the sample required more than one call before they could be found. This additional fieldwork was very necessary; without it, the sample would have been biased, because, as subsequent analysis showed, those who could not be found on the first call had an expenditure on meals out which was almost twice as great as those whom the interviewer found at home at the first call.



CONSUMERS' EXPENDITURE ON MEALS

IN CATERING ESTABLISHMENTS

(MARCH 1951)

I. INTRODUCTION

This report deals with expenditure on meals in catering establishments and it is one of a series on consumer expenditure undertaken for the Central Statistical Office. The survey on which this report is based is the third into the subject of eating out. The two previous surveys were carried out in May and September of 1949, and the results are described in report N.S. 706/3. This report gives an account of the results obtained from the third survey, the field work of which took place between 28th February and 10th March 1951.

The third survey was undertaken partly to provide more recent information and partly in order to check the validity of the results. Some check on the validity of the information obtained in these surveys is desirable because, as explained in the previous report, the survey was a particularly heavy one both for interviewer and informant, especially when the latter had had many meals out during the preceding seven days. Because of this, it seemed possible that some informants would have forgotten some items they had consumed during the preceding seven days, which was the period covered by the inquiry. From internal analysis carried out on the two preceding inquiries, it seemed unlikely that the data given in report 706/3 could be understated by more than 10%. This opinion was quoted in the latter report, and the evidence on which it is based is re-produced in part I of this report. However, it seemed desirable to carry out a further check on this matter.

As a result, it was decided to incorporate in the third survey an experiment to test whether the length of the inquiry and the strain that it imposed on memory was so great as to seriously reduce the magnitude of the expenditure disclosed in these surveys. The experiment took the form of a split sample; in one half, informants were interviewed on the same kind of schedule as in the two earlier surveys, that is they were asked about the meals they had consumed and their expenditure in the preceding seven days. In the other half each informant was asked about his consumption and expenditure for 'Yesterday' only, with one exception. The exception was made necessary because it is not customary to interview on Sundays, and in order therefore to get information relating to 'Saturday' those interviewed on Monday had to be asked, not only about Sunday, but also about Saturday.

As explained in the last section of this report, each of the two half-samples was equally representative of the population, one half consisting of 1,380 persons (637 men and 743 women) interviewed about their preceding seven days' experience, and for convenience these interview schedules were coloured black; and the other consisting of 1,318 persons (594 men and 724 women) were interviewed about 'Yesterday' on green schedules. The report is in two parts - Part I deals with the validity of the information and in particular discusses the result of this experiment into memory; Part II gives, for the third survey, similar information to that given in N.S. 706/3 for the first two surveys, i.e. it contains a full range of tables on eating out habits and expenditure. It is, of course, based only on one half of the sample, that is on 1,380 persons, for whom information was obtained for the whole seven days. In order to facilitate comparison with the earlier report, the tables in Part II bear the same numbers as the corresponding tables in that report.

2. SUMMARY

No long summary of the principal results of the main sample is necessary, because in fact this is already provided by the notes on Tables 1 to 24 in Part II. It will be useful however to summarise the main findings of Part I which relate to the validity of the facts provided and to deal very shortly with the implications of these findings on the main results.

Part I sets out certain evidence from the three surveys. This concerns how far if at all the information obtained in the course of interviews can be affected adversely because informants cannot remember all the items they have consumed or purchased during the period covered in the interview. It is shown that there is some loss in information over what would have been obtained had the interview been restricted to a single day, namely the day before interview. The loss however can be no more than 10 to 20%.

This conclusion is of great importance. It has been suggested that the results of these inquiries into eating out give results only a mere fraction of what they should be, say $\frac{1}{2}$ or even $\frac{1}{3}$ of the true figure. This is clearly out of the question and any discrepancies between these results and any other figures must therefore be sought in a completely different direction. It is perhaps worth emphasising that it is extremely difficult to see how it is possible to maintain that actual eating out expenditure can be even as much as twice the level given in this report. Meals such as lunch, breakfast, dinner and supper make up some 60% of total expenditure as reported. One would not expect, even on commonsense grounds, that informants would be likely to forget many of these meals, and this is confirmed from the results of interviews restricted to a single day. Falling this, in order to double total expenditure it would be necessary to increase outlay on subsidiary meals by more than three times, implying a corresponding increase in the number of such meals. On commonsense grounds such an increase in the number of subsidiary meals is unlikely. Moreover, if such a possibility were the explanation, one would expect that an interview concerning one day only would produce many more subsidiary meals. In fact the evidence shows that an increase of three or four times is simply outside any reasonable possibility, and there is no evidence that subsidiary meals are more likely to be forgotten than main meals.

Part I also contains a short section on the probable effect on the results of the unavoidable exclusion of certain people from the original sample because the interviewer was not able to contact them. It confirms that this factor cannot have resulted in any marked downward bias in the level of expenditure. The conclusion of this analysis is that there is every reason from the point of view of internal consistency for believing that this survey produces results of the right order.

Part II shows that the level of expenditure on eating out in March 1951 was nearly the same as in 1949, whereas the approximate estimates of purchases of food for domestic consumption obtained in the course of the interview showed an increase of about 10%.

In all, total outlay on food is estimated to be running at the rate of £2,575 mn. on a national basis, of which some £270 mn is accounted for by spending on eating out.

Unfortunately the surveys do not give any information on whether or not there is a marked seasonal variation in eating out, and as the third inquiry was made at an earlier time in the year than the first inquiry in 1949, it is possible that this similarity in expenditure hides a change in the general level of eating out expenditure. Moreover, not only did the level of expenditure remain more or less unchanged between the surveys, but so also did the average amount spent per meal. If, as one would believe, there had been some increase in prices over the period, this result would suggest that eaters-out have adjusted the content of meals so that expenditure has remained unaffected.

The fact that the same survey indicates an increase in expenditure on food for the home, provides indirect confirmation of the view that there has been some switch to cheaper and smaller meals.

3. DEFINITIONS

The following definitions and qualifications should be borne in mind when reading this report:-

- (a) The sample is representative of all civilian persons in Great Britain, that is excluding Northern Ireland, who are not patients in hospitals, in prisons, or at school; but it includes staff of all institutions. In preceding surveys, the sample covered adults aged 16 and over; in the third survey, the sample was selected from the population aged 21 and over, so that the total population covered is about 33½ million.
- (b) The inquiry covers all meals taken outside the place of residence. It includes, therefore, any meals eaten by staff of institutions or hotels, if the meals were eaten outside those institutions or hotels etc. Thus, in general, meals in hotels are excluded if consumed by residents of those hotels; but a meal eaten by a member of the sample in a hotel of which he is not a resident has been included. Meals eaten outside a hotel by resident hotel dwellers are, of course, included, but any outlay incurred abroad on eating out by members of the sample.
- (c) All items of expenditure have been included provided they were consumed outside the home. The survey was designed to cover, not only the major meals, but also small snacks such as fruit, ice-cream, fish and chips, which were bought by the informant and were consumed in the street, at work or in the open. Food taken from the family pool and eaten outside was excluded, although an estimate of the total expenditure on food for domestic consumption was made separately. The cost of the meals quoted included tips. Outlay on alcoholic drinks was excluded except where the drink was included in the cost of a meal and the cost could not be given separately.
- (d) Informants were asked, not only to say how much they spent on meals, but to give a description of them and of the place where they were eaten; but these descriptions were dependent on the informant and it is very doubtful whether they were uniform throughout the inquiry. For example, there can be no clear distinction between a snack and tea, or a snack and lunch. In general, a meal was treated as lunch or tea if the informant so regarded it. Usually this implies that these meals, that is lunch and tea, were taken at about the time the informant considered such a meal should be eaten, whereas snacks were often any items consumed outside the usual times for conventional meals. It would have been impossible in these inquiries to get a detailed description of the food eaten at any one meal or of the various dishes included in it, and there was no possibility, therefore, of dividing meals into main and subsidiary. Informants were asked to treat items consumed at different times as separate meals. In the second and third surveys this division has been imposed on the informant by asking him the time at which each meal was consumed. In the first survey this was not done and, as a result, certain smaller items such as cups of tea, were on occasion, included with larger meals. It will be seen that the items listed as 'cup of coffee' and 'cup of tea' include only those cups that were drunk separately from a meal. But even so, if two or more cups of tea were drunk together, they will be included in these surveys as one item and not as several 'cups of tea'; so that the

number shown against 'cups of tea' is the number of separate occasions on which tea was drunk without any food and not the number of cups consumed. A miscellaneous group of meals includes odd items of food, such as cakes and fruit which never found their way into the family pool but were specifically bought for eating outside: at work, in the street, or other open spaces.

(e) The definition of places of consumption led to similar problems and their interpretation is bound to be partly dependent on the meaning assigned to them by the informant. The first group used in the tables, "Restaurant, Hotel, Cinema" includes all meals eaten in a restaurant, including Cinema and Theatre restaurants, Restaurant Cars, all places that the informant regarded as a Cafe, and any meals taken by non-residents in hotels. The chief difficulty arose over the term "Snack and Milk Bar", since there is no clear distinction between this group and Cafes, which may be included in the first group. "Works Canteens" includes all factory and colliery canteens; "Office canteens" include all staff dining rooms; the miscellaneous group "Others" includes all meals which would not fit into one of the preceding groups, principally items consumed out of doors or food taken to work and bought specifically for this purpose. The survey excludes all alcoholic drinks not drunk with a meal; items shown under "Public House" are, therefore, meals and snacks but not separate drinks, although they may include some drink. It is probable that where drinks were consumed with a meal, these have been included in the cost; this qualification applies to all meals consumed on licenced premises - restaurants as well as public houses. The detailed information on meals given in Tables 9-14 relates to meals paid for by the informants. On the one hand they include all meals paid for, including those eaten with the informant by friends or relatives; on the other hand, they exclude meals eaten by our informant but paid for by someone else.

(f) In all three surveys the cost of tips was included in the cost of meals. Separate information on this subject was obtained in the course of the second and third surveys and detailed information on the results given by the second survey form the subject of a separate report "Tipping in Catering Establishments - N.S. 706/2". In this report some additional information is given in Table 4b, to show the relative insignificance of tips in eating-out expenditure.

(g) Individuals in the sample have been grouped together according to the income group of the head of the household of their family, and not according to their own income. By this means all persons in households of the same income level have been brought together, and the classification of these households conforms to that used in other reports of the series.

Part I

As explained in the introduction, this section of the report is concerned with the evidence that the various surveys provide regarding the validity of the information obtained during interview. This evidence falls into two distinct parts; one is provided by an internal examination of expenditure produced in the course of the interviews covering the whole seven days; the other is provided by the special experiment carried out in the third survey.

4. EVIDENCE ON VALIDITY FROM THE SURVEYS COVERING A FULL SEVEN DAYS

In all interviews of this type, the interview followed the same kind of pattern. The interviewer first asked the informant about his expenditure "Yesterday", then having dealt with "Yesterday", the interview passed to the "Day before Yesterday", then to "Two Days before Yesterday", and so on completing a week in all. The information was recorded for each of these seven days separately. It is possible, therefore, to analyse the information in these surveys both according to the day of week on which the expenditure was made, and also according to the number of days preceding interview. For example, an estimate of expenditure can be made by taking out of the interview only expenditure reported about "Yesterday". Those interviews made on "Monday" will yield an estimate of expenditure for "Sunday"; those made on "Tuesday" will give an estimate for "Monday", and so on. These estimates have to be made separately for each day because the number of interviews varies somewhat from day to day. From these separate daily estimates an estimate of the whole week's expenditure can be obtained simply by adding the seven separate days. The only difficulty about this procedure is that normally it provides no estimate of "Saturday" since, in general, interviews do not take place on "Sunday". The estimate can, however, be completed by writing in for "Saturday" the average expenditure of all "Saturdays", irrespective of the number of days before interview. The estimates thus obtained are given in the first line of Table A.

TABLE A

Estimates of Week's Expenditure Showing the Effect on Expenditure of Different Memory Periods

Week's estimate obtained from days that were:-	May 1949 survey (706)	September 1949 survey (706/A)	March 1951 survey (706/B)
	s. d.	s. d.	s. d.
1 day before day of interview	2 11.1	3 6.1	3 6.1
2 days " "	2 8.1	3 1.5	2 11.8
3 " " "	3 0.3	3 4.6	3 1.5
4 " " "	2 9.3	2 11.4	2 11.7
5 " " "	2 9.5	2 11.7	2 11.2
6 " " "	2 8.2	2 8.9	2 5.1
7 " " "	2 8.0	2 11.1	2 4.7
All days	2 8.5	3 1.0	2 8.1
Estimate from "All Days" as % of estimate from "1 day before day of interview"	93%	88%	76%

A similar procedure has provided the estimate given in the second line of this table, by separating out the information in the interview which related to days which were two days before the time of interview. Of course, there was a similar difficulty in estimating one of the days, as noted in the case of estimates referred to "Yesterday". This time, however, it applies to the estimate for "Friday" and this had to be replaced by estimates for all "Fridays". A similar procedure was followed for those days which were three days before the time of interview, and so on, giving the various lines in table A. The final estimate in Table A has been obtained from all days. It should, therefore, coincide with expenditure based on the whole week given elsewhere in these reports. There are a few slight differences but these can be explained by adjustments necessary to provide Table A.

Three sets of figures are given; the first two relate to the surveys reported on in report 706/3, and the third has been obtained from the half sample in the present survey interviewed on the whole seven days' expenditure. It will be observed that in each case there is a slight downward trend in expenditure as the number of days before interview has increased. The difference is more marked in the third survey than in the first two for a reason that will be explained shortly. This suggests that asking informants about the whole week in one interview has resulted in some loss of information in that there was a tendency to forget items the further back one went in the interview. In every case, information obtained for "Yesterday" was above estimates obtained from earlier days. It seems unlikely that "Yesterday" can have been inflated by the incorrect inclusion of items which were really consumed a day or so before "Yesterday" and it is natural to regard "Yesterday's" estimate as the best that can be made.

The last line of Table A shows how far the estimate obtained from a week as a whole falls below the estimate obtained from "Yesterday". The first two surveys show that by covering a whole week's expenditure, it is probable that the resulting estimate is deficient by about 10%. The figures presented in this table provide part of the justification for the

statement in the preceding report that the results in that report "may be under-estimated to the extent of 10% or thereabouts". The apparent deficiency in the third survey is very much greater since the average expenditure of 2s. 6d. is only 76% of "Yesterday's" estimate of 3s. 6d. The deficiency in this survey is probably exaggerated because it is likely that the estimate of 3s. 6d. for "Yesterday" is too high. In making the estimate of 3s. 6d., an allowance had to be made, as already explained, for each day separately, and included in this is one for "Friday"; the estimate for the latter day was based on 90 people only. This number is small partly because estimates for "Friday" are obtained from Saturday's interviews, which are always fewer than interviews on any other weekday; and partly because the third set of figures is based on a one-half sample. The details of the separate estimates for each day, constituting the whole week's estimate excluding "Saturday", are given in the last column of Table C. It will be seen from this table that the contribution of "Friday" to the estimate of 3s. 6d. was 1s. and that this was distinctly higher than any other estimate for "Friday". It would seem likely, in fact, that this particular estimate for "Friday" is fortuitously too high, partly because the sample giving the information for "Friday" was relatively small. Detailed analysis of the third survey further suggests that the high Friday figure may be partly caused by the fact that the proportion of men interviewed on Saturday is somewhat above average. As a result estimates of "Friday" are generally increased over what they should be. It is likely that the 3s. 6d. would be, but for these sampling variations, between 3s. and 3s. 3d., in which case the estimate derived from the week as a whole would be around 85% of "Yesterday's" estimate.

It seems from this evidence a reasonable conclusion that using a whole week's memory period has resulted in a deficiency of information of 10 to 20%, at the most.

This half sample also incorporated another check on the validity of the information. The interviewer asked each informant whether he or she usually spent each week, the same amount that had been reported as being spent during the seven days preceding interview. Rather more people (14%) said their usual expenditure was higher than in the preceding seven days than said the reverse (4%). A similar result was found on the first and second surveys as well. An attempt at a further check was made by asking informants to estimate their "usual" expenditure. Unfortunately as many as 290 out of the 1,380 could not give an estimate. A comparison based only on those who were able to give an estimate of the "usual" expenditure shows that these informants considered that their "usual" expenditure was on the average higher than last week's expenditure. The difference was apparently as much as 15%, but this result is of no value because many of the 290 who could not make a comparison were people who had spent little in the previous week and many of whom probably usually spent nothing.

5. RESULTS OBTAINED FROM THE HALF-SAMPLE COVERING ONLY ONE DAY

As explained in the introduction, on one half of the sample (green schedules) each informant was asked about his consumption and expenditure for "Yesterday" only. At this interview exactly the same questions were asked as with the longer interview, the only difference, with one exception, being that in this half-sample only one day, instead of seven, was covered. This exception was necessary because it is not customary to interview on Sundays, and therefore in order to deal with Saturday it was necessary to ask those interviewed on Monday about Saturday as well as Sunday - Saturday being a much more important day than Sunday from the expenditure point of view.

These interviews provided separate estimates of each day of the week and therefore, when added together, of the whole week. As with the estimates in Table A the estimates in Table B have to be made by treating each day separately because the number of interviews varies from day to day, but unlike the former case, the difficulty over "Saturday" in the "Yesterday" estimate of Table A did not arise because the survey furnished a direct estimate of "Saturday" from the Monday interviews, as just explained. Estimates of weekly expenditure were made in this way separately for men and women of each income group; they are shown in the top panel of Table B. The same analysis may be carried through for the other half-sample, that is the one covering the full seven days, but using only the information about "Yesterday". These results are shown in the second panel. With the exception of one small detail, this procedure is therefore the same as that used to obtain the first line of Table A. The difference between the 3s. 6.1d. of Table A and the 3s. 5.2d. of Table B is explained by the different way in which "Saturday" was dealt with. As stated in the previous section, in Table A the estimate for "Saturday" was the average estimate of all "Saturdays" obtained on the black schedules; in Table B the estimate of "Saturday" was obtained by taking only interviews made on "Monday", and from these, using the information given about the "Day before Yesterday" in order to make the procedure comparable with that used on the green schedules, to produce the first panel of Table B. The third panel of Table B has been obtained from the black schedules using the information about the whole of the week, and is in fact merely a copy of the relevant part of Table 4. It has been added in order to facilitate comparison with the main results.

TABLE B
Weekly Expenditure Estimated in Different Ways

Estimates from:-	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10-	£7.10 - £10	Over £10	
<u>Day before interview</u>	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
<u>From single day's interview only (green)</u>						
Men	1 8.5 11.2	1 4.5 2 0.9	4 3.9 2 0.1	5 11.3 1 5.7	21 4.2 10.9	5 0.7 1 6.8
Women						
Men & women	1 3.3	1 9.3	3 3.1	4 1.3	12 7.1	3 2.7
<u>Day before interview</u>						
<u>From week's interview (black)</u>						
Men	2 4.1 6.0	4 0.5 2 7.6	5 5.3 1 9.2	5 8.0 5 1.4	12 3.5 1 5.3	5 1.4 1 11.6
Women						
Men & women	1 2.6	3 2.7	3 9.2	4 6.2	8 6.1	3 5.2
<u>Full seven days interview (black)</u>						
Men	1 9.5 6.0	2 9.9 1 6.7	4 10.4 1 6.1	4 11.6 2 3.6	9 3.8 1 10.4	4 5.2 1 3.6
Women						
Men & women	10.8	2 1.1	3 4.1	3 8.5	8 8.5	2 9.0

Considering first of all only the top two panels of the "whole sample" column of Table B, it will be seen that there is little difference between the two estimates obtained from interviews about "Yesterday". This is an important finding and provides the principal information which this particular experiment was designed to find out. Without it, it could always be argued that the analysis discussed in the previous section was incomplete. Although this last section showed that at the worst the deficiency due to memory was no more than 10 to 20%, nevertheless it could have been suggested that a similar result would not have been obtained had the interview been restricted to one day. It might be supposed that the mere fact that the interview covered seven days would give some informants less incentive to treat each day with the attention it required. We know from the previous section that in fact the reported expenditure appears to fall slightly with the number of days between the day in question and the time of interview. Is it not possible that in the same way even the attention given to yesterday is less than it should be when the interview covers more than "yesterday"? This possibility is disposed of by the present experiment, because had there been any justification for it, we would expect to find that the estimate derived from the green schedules was higher than that derived from "Yesterday" on the black schedules. In fact the two estimates are almost equal. This also disposes of the opposite suggestion which is sometimes alleged in connection with this type of inquiry, namely that informants include in one day items which were in fact purchased on an earlier occasion and produce an inflated estimate for that day. Has this been true, one would have expected the estimate from the green schedules to be distinctly higher than that given in the second panel of Table B for "Yesterday" from the black schedules. That is unless one considers that the fact that "Yesterday's" estimate from the full seven days (Table A) is above that for the week as a whole, not for the reason suggested in the preceding section, but because of the incorrect inclusion in "yesterday" of items that the informant reported as consumed on earlier days, and that this is the reason for the two estimates confirming each other. Since informants were asked about each day in turn and were asked moreover about the actual time of consumption, it seems extremely unlikely that there can be any truth in this hypothesis. If it were true it would imply, of course, that estimates derived from interviews covering a longer period, e.g. a week, were more reliable than those based on the day before interview only.

Reliable, that is, not in the usual statistical sense, but from the point of view of bias. Of course there is no question that estimates derived from a full week's memory are

more reliable, in the sense of having smaller standard errors for the same overall sample size, than those derived from a single day. This point is illustrated by the separate figures for separate income groups in Table B. The upward trend of expenditure with income is most consistent in the third panel; in particular the estimates of expenditure differ widely in the top income group. The explanation is obvious when it is realised that although both green and black schedules covered between 70 and 80 people in the over £10 a week group, the amount of information differed considerably. Whereas the 77 interviewed on black schedules provided a whole week, those on green (72 persons) are divided among the various days of the week with an average of 12 per day, and the latter procedure is made even less efficient because one particular day, Friday, is represented by even fewer cases, actually 4 only.

The expenditure as obtained from this half-sample is distributed by day of week, by place of consumption and by type of meal, in the same way as the estimate given by "Yesterday" in the black schedules, and also as the results given by the latter half-sample using the full week. The relevant data are set out in Tables C and D.

TABLE C
Distribution of Expenditure per Head by day of Week

Day of Week	From 7 day's interviews:-			From interviews about March 1951 "Yesterday"						
	May, 1949		September, 1949	March, 1951 (Black)	Interview covering:-					
	s.	d.	s.	d.	s.	d.				
Sunday	1.4		2.5		0.9		0.4		1.2	
Monday	4.9		5.4		4.8		4.0		5.1	
Tuesday	5.5		6.4		5.5		5.8		5.4	
Wednesday	5.6		6.5		5.3		4.7		7.0	
Thursday	5.6		6.0		5.4		8.7		6.8	
Friday	5.7		6.1		5.6		9.2	1	0.0	
Saturday	3.6		5.4		4.6		5.9		3.7	
Whole week	2	8.3	3	2.3	2	8.1	3	2.7	3	5.2
	%		%		%		%		%	
Sunday	4		7		3		1		3	
Monday	15		14		15		10		12	
Tuesday	17		16		17		15		13	
Wednesday	17		17		17		12		17	
Thursday	17		16		17		22		17	
Friday	19		16		17		25		29	
Saturday	11		14		14		15		9	
Percentages based on: (whole week)	2	8.3	3	2.3	2	8.1	3	2.7	3	5.2

Distribution of expenditure by days was similar in the three surveys covering a full week (first three columns of Table C). The distribution from single days is similar, bearing in mind that effectively the sample is approximately only $\frac{1}{8}$ of the half sample used for the estimate in the third column, or $\frac{1}{12}$ of that available for either of the first two inquiries. The chief difference between 7 days and 1 day lies in the rather high values for Friday, and to a much smaller extent, in a high value for Thursday in the green schedules. Part of the Friday difference, but only to the extent of about 1d., may be explained by the fact that there is a tendency to interview a larger proportion of men on Saturdays than on other days, and men are heavier spenders on meals than women.

TABLE D
Distribution of "Yesterday's" Meals Between Different Catering Establishments and Different Types of Meals

Type of catering establishment	7 days interviews (Black)				Single day's interview (Green)			
	Number of meals	Percentage	Average expenditure*	%	Number of meals	Percentage	Average expenditure*	%
Restaurant, cinema, cafe, hotel	227	29	2.8	53	192	28	2.7	55
Civic restaurant	7	1	0.1	2	2	-	0.0	-
Factory, works or colliery canteen	212	27	1.0	20	196	28	0.9	18
Office canteen	58	7	0.3	5	58	8	0.3	6
Public house	8	1	0.2	3	4	1	0.1	1
Club	5	1	0.1	1	5	1	0.1	1
Snack, milk bar	39	5	0.2	4	33	5	0.2	3
Place of work (not canteen)	193	24	0.5	8	158	23	0.5	11
Others	37	5	0.2	4	43	6	0.3	5
All meals	786	100	5.4	100	689	100	5.1	100
Type of meals								
Breakfast	20	3	0.2	3	17	2	0.2	4
Lunch (midday meal)	197	25	2.8	50	160	22	2.4	46
Tea, high tea	39	5	0.6	11	37	5	0.4	8
Supper	13	2	0.2	4	11	2	0.2	3
Dinner (Evening meal)	5	1	0.2	4	7	1	0.5	10
Snacks	224	28	1.0	19	213	31	1.0	21
Cup of tea	239	30	0.3	5	210	31	0.3	5
Cup of coffee	21	3	0.0	1	21	3	0.0	1
Ice Cream	10	1	0.0	1	8	1	0.0	-
Miscellaneous etc.	18	2	0.1	2	15	2	0.1	2
All meals	786	100	5.4	100	689	100	5.1	100

* Per day averaged over all persons in the sample

Table D shows the distribution of "Yesterday's" meals between different Catering Establishments and different types of meals. This table gives similar information to that given for the seven days type of interview as set out in tables 11 to 14. Table D gives the distribution of meals between different Catering Establishments and different types of meals, both in terms of the number of meals and of expenditure. A comparison between Table D and Tables 11-14 will show that there is no evidence of any marked difference between the distribution of meals according to whether an interview covers "Yesterday" only or a whole week.

Of course, it is impossible to be quite dogmatic about this because of the small number of meals in many of the categories shown separately in Table D. For example, the distribution of "Yesterday's" expenditure from the Green schedules gives a relatively larger share to "Dinners" and a correspondingly smaller share to "other items". This difference can be explained by reference to Table E which gives comparable information to Table 16. It shows that, generally speaking, the average expenditure per meal on "Yesterday's" meals was almost identical with the corresponding average expenditure where the meals are taken from interviews covering the whole seven days. This, incidentally, confirms that not only does there seem to be no bias in the distribution of meals in terms of numbers between the two kinds of interview, but also that there is no difference in the average expenditure. In particular the numbers of snacks and cups of tea recalled by informants do not differ by whether they are asked to remember just one day's meals or seven days'. It will be observed, however, that the average expenditure per meal on "Dinners" was distinctly higher for the "Yesterday" interviews on Green schedules than the corresponding average expenditures for interviews covering seven days. Since only seven meals were involved, this is almost certainly fortuitous, and this explains the differences between the distribution of meals in terms of expenditure already mentioned.

TABLE E
Expenditure Per Meal, on Single Day's Interviews (Green Schedules)

	Place of consumption	Average expenditure per meal	Number of meals.
<u>Breakfast</u>	Restaurant	s. d.	-
	Works canteen	2 1	7
	Others	11	6
	Total	1 0	4
<u>Dinner (evening meal)</u>	Restaurant	s. d.	-
	Others	9 2	6
	Total	8 0	1
		9 0	7
<u>Lunch (mid-day meal)</u>	Restaurant	s. d.	67
	Civic restaurant	1 6	1
	Works canteen	1 3	39
	Office canteen	1 5	18
	Public house	2 2	3
	Club	4 1	2
	Snack, milk bar	1 8	1
	Others	1 9	19
	Total	2 0	150
<u>Tea, high tea</u>	Restaurant	s. d.	26
	Works canteen	1 2	5
	Snack, milk bar	- -	-
	Others	11	6
<u>Supper</u>	Total	s. d.	37
	Restaurant	1 11	6
	Others	1 5	5
<u>Snacks</u>	Total	s. d.	11
	Restaurant	10	52
	Works canteen	7	76
	Office canteen	6	10
	Public house	1 0	1
	Snack, milk bar	9	20
	Place of work (not canteen)	6	43
<u>Cup of tea</u>	Others	7	11
	Total	s. d.	213
	Restaurant	3	21
	Works canteen	2	64
	Office canteen	1	20
	Snack, milk bar	3	11
	Place of work (not canteen)	2	85
<u>Cup of coffee</u>	Others	2	9
	Total	s. d.	210
	Restaurant	5	6
	Others	2	15
<u>Ice-Cream (only)</u>	Total	s. d.	21
	Restaurant	-	-
	Works canteen	-	-
	Snack, milk bar	-	-
	Others	4	8
	Total	s. d.	8
	Miscellaneous		15
	Total number of meals		689

6. THE EFFECT ON EXPENDITURE LEVEL OF THOSE IN THE ORIGINAL SELECTED SAMPLE WHO WERE NOT INTERVIEWED

The purpose of this section is to show how little difference the exclusion of certain people in the sample as selected makes to the final level of expenditure. For it might be argued that people whom the interviewer fails to contact are abnormally heavy spenders. The original sample as drawn for the full seven days' interviews on black schedules consisted of 1,778 persons. Of these, 47 were never really a part of the sample, since the individuals concerned had died or were in the Forces; of the remaining 1,731, 1,380 were interviewed (80%), the balance being people whom interviewers either could not see or who refused to give an interview. In this section we shall show what was the probable level of expenditure in the population as a whole by making certain assumptions about the expenditure of the missing 351. These 351 individuals were made up as follows:-

(a)	Left address, Moved	135
(b)	Temporarily away	14
(c)	In hospital, etc.	7
(d)	Incapable of being interviewed (too ill etc.)	31
(e)	Refused	89
(f)	Out, and other miscellaneous reasons	75

351

Before explaining how the calculation discussed in this section was made, it is perhaps advisable to comment on the various groups of people listed above, whom field-workers were unable to interview. As explained in section 8, the sample was drawn from the Register of Electors. When the sample was selected, the latest available Register was that published in March 1950, and it contained names of people who were in residence at the address given on the qualifying date for this particular Register. This date was November 1949, almost a year-and-a-half before the survey took place. Consequently, the selected sample was bound to contain a proportion of names and addresses of individuals who were no longer resident at the listed address. This explains the first group in the above table. It will be seen that over one-third of those whom the interviewer could not interview were a direct result of the fact that the Register was out of date. This number of 135 is higher than it would be on the average because, in fact, the sample had to be selected from a Register which was particularly out of date. The survey provides no direct estimate of the expenditure incurred by these 135 persons. It is possible, however, to make an estimate of the probable order of magnitude of their expenditure. Each informant who gave an interview on a Black schedule was, in the course of the interview, asked when he or she moved to the address listed in the sample. The expenditure information has been analysed according to the date given. It was found that, although the average expenditure of the 1,380 persons in the sample as a whole was 2s. 9d. (table 4), the 270 people who had taken up residence at the listed address between March 1948 and November 1949 was about 3s. 6d. Actually the analysis was originally made for a series of smaller intervals, each of five months. This analysis did not provide any evidence of a trend, and it suffers from the fact that the numbers contained in each interval were too small to give a reliable estimate separately. Incidentally, the second of the dates mentioned, that is November 1949, is determined by the qualifying date previously mentioned. There were, in fact, only a few people interviewed who had moved to their present address since that date; these were discarded because they did not constitute a representative sample of those who had moved from their listed to the present addresses; they were merely a few whom persistent interviewers were fortunate enough to track down to their new addresses.

From this analysis, however, it would seem not unreasonable to suppose that the average expenditure of these 135 people in the first group above, was probably higher than the average expenditure of 2s. 9d., and that a figure of 4s. per person would be an outside estimate of their expenditure. The second group listed above consisted of 14 people who were temporarily away from home. It is probable that being away from home, all of them had a high proportion of meals out, and under these circumstances Table 4 suggests that an expenditure of about 6s. 5d. per head is reasonable. On the other hand, the next two groups totalling 38 in all were extremely unlikely to have had any expenditure, and none has been given to them in the estimate we are describing.

This leaves the last two groups in the table, namely 89 who refused an interview and 75 whom the interviewer did not see but discovered were out, together with a few other people. In the case of the "Outs", it is possible that if the interviewer had continued calling she would have managed to contact them. In this survey, as in other inquiries, interviewers were instructed to make at least three calls before deciding that a selected address was a non-contact. Moreover, the number of calls required to get any contacted individual was recorded in this survey, following the normal Social Survey practice. It is possible therefore, to analyse the average expenditure according to the number of calls required to contact each individual in the sample. The results of this analysis for the three surveys in which a full seven days' interview was used is given in Table F.

TABLE F
Average Weekly Expenditure per Person According to the Number of Calls

Number of Calls	May, 1949		September, 1949		March, 1951 (Black)	
	No. of persons	Average expenditure	No. of persons	Average expenditure	No. of persons	Average expenditure
1	1,245	s. d.	1,167	s. d.	546	s. d.
2	1,139	1 9.9	1,098	2 2.0	566	1 4.6
3 or more	534	3 1.2	525	3 6.7	268	3 1.9
		3 10.1		4 8.5		4 8.0
Whole sample	2,918	2 8.3	2,790	3 2.3	1,380	2 9.0

It will be seen that the average expenditure increases according to the number of calls, that is according to the difficulty with which an individual was contacted. It suggests that a figure of 8s. per head would be an outside estimate of the expenditure of those who were not contacted because they were out. This still leaves the 89 refusals. Of course, we have absolutely no information on their expenditure; nevertheless, an analysis of them by sex shows that we have the same proportion approximately of men and women as in the rest of the sample. It is clear from the analysis produced in Part II that men are by far the heavier "eaters out", so that if there are any heavy spenders in this 89 there can be only a few of them among the 37 men included in this 89. It seemed not unreasonable, therefore, to treat these 89 as the 75 mentioned previously, considering that 8s. would be an outside estimate of their average expenditure.

When these calculations are made, an average expenditure of the complete sub-sample of 1,731 individuals is found to be just about 3s. per head (Table G). We may deduce from this, therefore, that in spite of the fact that we were able to interview no more than 80% of the sub-sample, it is probable that the true expenditure is within 10% of the 2s. 9d. quoted in Table 4.

TABLE G
Estimated Expenditure of the Full Sample

	No.	Expenditure per head	
		s. d.	
Sample interviewed	1,380	2	9.0 (actual)
Sample not interviewed:-			
Left address, moved	135	4	0.0 (assumed)
Temporarily away	14	6	5.2 ("")
In hospital, etc.	7	nil	"
(Incapable of being interviewed (too ill etc.))	31	nil	"
Refused	89	5	0.0 "
(Out, and other miscellaneous reasons)	75	5	0.0 "
Total	1,731	3	0.4 (estimated)

PART III

7. SUMMARY OF RESULTS OBTAINED FROM INTERVIEWS COVERING WEEK'S EXPENDITURE

(a) General Remarks

As indicated in the introduction, this part of the report deals with the information obtained from the half-sample in which informants were asked for details of their expenditure during the preceding seven days. The tables setting out the data are identical in

layout with those in the preceding report, N.S. 706/3, and have been given corresponding numbers to facilitate comparison. It will be noticed that there are certain gaps in the table numbers. Table 17 has been omitted because the distribution of expenditure by days has already been dealt with in Part I of this report. Tables 20 and 21 have been omitted because in the third survey no information was obtained about direct expenditure by children. In the first two surveys, mothers of children under 16 were asked about their children's expenditure. Information obtained was not, of course, very accurate, but it provided sufficient evidence to confirm that, apart from school meals, direct expenditure by children was low in relation to other people. This point being established, there was little value in repeating this particular part of the interview, and it was omitted.

Moreover there was a further objection to repeating it. In the first two surveys the sample consisted of everybody aged 16 and over, and by asking mothers of children we obtained approximately a complete coverage of the population. This device would not, however, have been so effective in the third survey owing to the change in the definition of the population sampled. Whereas it is not altogether unreasonable to ask mothers about expenditure of children under 16, it would be impossible to deal with the whole population now excluded from the sample in the same way, that is by asking adults included in the sample about the expenditure of anyone in their family under 21. In the first case, at the worst, difficulty was only caused by children aged 15 and some of those a year or so younger; in the present case there would be several years not covered properly, either by the sample or by asking for information from the mother. In addition, table 23 is omitted since the relevant information is now included in table 1. Further, a number of extra tables have been added to summarize the information in the three surveys.

Not only do the tables in this part of the report follow the same layout as corresponding tables in the preceding report, but the comparison of them with their opposite numbers in the latter report will show that almost all the comments made in that report are applicable to eating out as investigated in the third survey. However, it seemed useful to list a number of points which appeared to be of sufficient importance to bear reproduction, and these are listed in the following notes together with comments where differences of definition or coverage affect the comparison between the various surveys.

(b) Comments on Tables 1 to 24

(1) Table 1 summarizes personal expenditure on eating out, and housewives' expenditure on food for domestic consumption. The first line of this table shows the average expenditure on meals out incurred by persons in the sample, and it is these figures which are analysed in the following tables. Since the sample refers to persons of 21 and over, it covers only a part of the population, namely 69% of it. The second line of the table is based on the same figures as the first line, but written down in order to express them as averages taking into account all persons in the population. Although the information contained in the third survey refers strictly only to those aged 21 and over, it is known from the earlier inquiries that average expenditure of those between 16 and 20 is approximately at the same level as those above 20, taking into account both those who eat out and those who do not. Consequently, in spite of this restriction on the population sampled, the first line of averages may be regarded as applying to a population aged 16 and over. Further, as mentioned above, expenditure by children under 16 was quite low. In fact, it is not unreasonable to ignore it altogether. On the average, persons of 16 and over make up 76% of the population. Consequently, it is possible by taking 76% of the averages shown in the first line of Table 1 to estimate a per capita average expenditure for the whole population. The second line of this table shows these estimates; the actual percentage used in deriving them from the first line varying with income group. Two main conclusions follow from this table. First of all, it would appear that meals out form about 11% of total expenditure on food, this percentage increasing sharply with income group. The second point, also commented on in the preceding report, is that in comparison with eating out, the income elasticity of expenditure on food for domestic consumption is very much lower, almost nil.

(11) Table 2 gives the results of the first question in the third survey, in which each informant was asked whether he or she "had meals away from home regularly or occasionally or never". This question served two purposes; it acted as an introduction to the inquiry, and at the same time enabled the interviewer to discover whether the informant was likely to be a heavy or light spender. Strictly speaking the question was an opinion one, and no rigid definition was adopted as to the type of meal included or as to the distinction between eating out "regularly" and "occasionally", and answers were classified in a rough and ready way. In spite of this the results showed definite trends similar to those in the preceding report for the second survey; the main difference arising in the group of women who were non-housewives. It would appear that the third survey contains fewer non-housewives who regularly had meals away from home, and more of those who never did so. The greater part of this difference may be attributed to the difference in the population sampled. The girls excluded from the third survey, but included in the second, would not be housewives and therefore would come into this part of the table. At the same time, the results of the first two surveys show that a high proportion of women between 16 and 20 eat out.

(111) Table 3 again confirms the analysis of Table 2. It shows what the subject actually did in the seven days preceding interview, as compared with Table 2 which relates to eating out habits generally. It indicates that whereas half the people interviewed eat out either regularly or occasionally, slightly less, i.e. 43% had some form of eating out expenditure during the preceding week.

(iv) Table 4 contains the basic information on the subject of eating out. It shows the expenditure in each income group averaged in two ways; firstly, by the full number of persons in that group (row b); secondly, by those who had had expenditure during the week preceding interview (row d). The results in Table 4 are remarkably similar to those in Table 4 in the earlier report, both in the level of expenditure and in the pattern of sexes and income groups. Altogether in some respects the level of expenditure in the third survey, that is in March, 1951, was nearer that of May 1949 than September 1949, presumably a difference which is due to seasonal changes.

(v) Table 4a has been inserted in order to bring out this feature. The top half of this table repeats the relevant information of report N.S. 706/3, and in the second half compares these figures, after the exclusion of those under 21 in the first two surveys, with the present results. A further additional table (4b) has also been inserted to show how unimportant is the contribution that is made to eating out expenditure by tipping. In fact, it will be seen that barely 3% of the total expenditure was on account of tips. This figure is low because there are so many items included in the expenditure for which it is not customary to leave a tip. Reference to the separate report on tipping (Tipping in Catering Establishments N.S. 706/2) will show that in the second survey tips were left in only 8% of the meals covered by that survey, and that in these 8% of cases the tip was about 12% of the expenditure excluding tips. It is at this point perhaps, desirable to say that the treatment of tips in the three surveys has not been altogether consistent. In the first inquiry, that is the one in May 1949, informants were asked to give their total expenditure including tips, but no separate information was obtained on the size of the tip; in the last two surveys, informants were asked both for their expenditure without tips and the amount of the tips. In the previous report, the May figures therefore include tips, but the September figures do not, since they formed the subject of a separate report. In this report tips are included. As a result, the September figures, which are distinctly higher than those of May 1949 and of the new survey for March 1951, are slightly lower than they would have been had they included tips and been on the same basis as the other two surveys. The amount of the difference is small, as can be seen from Table 4b.

(vi) Table 5, although not quite comparable with that in the earlier report, confirms that in the group of boarders and those living at hotels the proportion of both sexes eating out is above the average, with an expenditure considerably above the average amount spent by other people.

(vii) The next three tables show how meals' expenditure varies with a number of other social factors. In each table two columns are given, one showing the percentage of informants in the particular group who had incurred expenditure of this kind during the seven days preceding interview, and the second giving the average expenditure during those seven days of those who had eaten out at some time during that period. This is not, of course, equivalent exactly to whether an informant did or did not have a meal out; generally it was the same thing, but there were a few people who were given meals and did not pay for them, but formed one of a family party or other group. This point is dealt with in the comments on Table 10, but its effect does not appear to be large enough to alter the main conclusions drawn from these tables. Table 6 shows that expenditure per person eating out does not differ very much according to the age of the informant. On the other hand the proportions eating out, which are very high with the younger age groups, decline steadily with age.

Full-time workers had meals out more frequently than others (Table 7) and also spent more on the meals out that they had, but there appear to be one or two differences between full time workers in different industries (Table 8). The present results confirm that Agricultural workers and those working in Mining had meals out less frequently than other workers, and the average expenditure of those who did have meals out was below the average level. Workers in Distributive Trades and in the Personal Services group of industries had expenditure above the average.

(viii) As in the preceding report, Tables 9 to 16 give information on separate meals both according to the type of meal consumed, and according to the place of consumption. The main qualifications applying to these tables have been set out already in section 3, item (d). One point, however, which should be remembered is that because these tables are based on a half-sample only, the number of meals concerned is only one half of those shown in the corresponding tables of the previous report for the two surveys separately, that is only one-quarter of the two surveys when bulked together, as they were for most of those tables; the information, in fact, is based on 1,380 persons, as compared with just under 3,000 in each of the earlier enquiries. These 1,380 persons purchased 4,267 items, that is an average of 3.09 items of expenditure per week per person of 21 and over, or just over one main meal and two minor items per person, a figure which is very slightly higher than that obtained from the earlier surveys.

As in the earlier report, the meals dealt with in Tables 9-16 are those paid for by informants. On the one hand, they include all meals paid for, including those eaten with the informant by friends or relatives; on the other hand, they exclude meals eaten by our informant but paid for by somebody else. In the half-sample covering the full seven days, 4,287 meals were paid for, as compared with 4,664 consumed, of which 440 were obtained free in the course of the informants' employment. In the third survey there is a closer relationship between the number of meals paid for and the number consumed than in the earlier inquiries. There is even more justification therefore in this report, for regarding the tables which strictly apply to meals paid for, as also giving the correct distribution for meals consumed.

(ix) A comparison of Tables 11 to 14 with corresponding tables in the preceding report will show that the distribution of meals, both by type and place of consumption, was similar in all three surveys. Outlay on lunches or on meals eaten in Restaurants and Cafes account for a large part of the actual expenditure, whereas snacks and cups of tea or meals consumed in canteens account in terms of numbers for a large part of the meals eaten. There appears to be only one major difference between the third survey and the earlier enquiries. In the last inquiry informants reported more cups of tea than in the earlier investigations. This appears to account for the slightly greater number of meals, although it is balanced to a large extent by fewer miscellaneous items. In this connection it will be seen that there is a slight difference in the layout of the present tables compared with the earlier ones in that "place of consumption" contains an additional category covering those items which were consumed at the place of work but were not canteen meals. Reference to Table 9 will show that most of these meals were either "cups of tea" or "snacks".

(x) A comparison of Table 15 with the corresponding table in the earlier report shows that there has been very little change in the average expenditure on different types of meals. The absence of changes in the figures shown in the new Table 15 as compared with the corresponding items in the earlier surveys does not, however indicate that there has been no change in prices between 1949 and 1951. The figures in these tables are not prices of standard and comparable meals, but are the total expenditures on meals including tips. It is possible, therefore, for a change in price either up or down to be obscured by changes in the quality and amount of food consumed by the informant at a particular meal. In the same way, apparent differences between meals in different establishments or between sexes reflect, not only differences in price, but also differences in the type, size and quality of the meal, or in the number of dishes. The survey was not designed to throw light on this particular problem.

(xi) As in the two earlier surveys, supplementary information is also available from the third survey on purchases of food for domestic consumption. Each informant was asked whether he or she bought "all the food" or "some of the food" for their families, and how much they spent each week (table 22). Since the questions relating to domestic food consumption were independent of the experimental part of the interview dealing with eating out, the same information was obtained from both halves of the sample. In the third survey 93% of the expenditure on food for domestic consumption was incurred by the housewife, and only 7% by others. Out of the 2,698 persons in the third survey, there were 1,251 housewives; the average expenditure of the latter was 55s. 5.3d per housewife, after making an allowance for a number of housewives who could not give an estimate of their expenditure. This compares with an average outlay per housewife on the first two inquiries of 50s. 4.9d. and represents an increase in outlay of about 10%. The families of these 1,251 housewives comprised 3,915 persons; the average expenditure per person in these families is shown in the last line of table 1.

(xii) As before, informants were not asked for details of their expenditure, but were asked to give an estimate of the total with separate figures of outlay at various types of shop. Although this was primarily done to ensure that no particular group of food-stuffs was omitted and no definition was laid down concerning each type of shop, the results may be of interest in themselves and they are given in Table 24. The same kind of qualifications apply to Table 24 as to the corresponding table in the earlier report. Of the 1,635 men and women, both housewives and others, purchasing food for domestic consumption, detailed accounts by type of shop were received from 1,450; the 185 persons excluded consist of 73 who had made no purchases in the previous seven days, and 112 who could not give detailed information. The average expenditure of these 1,450 persons over the preceding seven days was almost 48s. Table 24 shows how this 48s. was made up according to different types of shop. Included in this will be some non-food items; work on other inquiries suggest that this is of the order of 2/- per household. The figure of 17s. 8.6d per person of Table 1 should therefore be reduced to about 17s. to give the per capita average expenditure on food. Compared with the first two surveys most of the increased outlay would appear to be in respect of groceries.

TABLE I
Weekly Expenditure on all Food, Both Meals Outside the
Home and Food for Domestic Consumption

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Average expenditure on meals per person in sample	10.8	2 1.1	3 4.1	3 8.5	6 8.5	2 9.0
Average expenditure per person (including children) on:-						
Meals	9.5	1 7.8	2 4.5	2 9.4	5 2.0	2 1.1
Food for domestic consumption	16 4.2	17 1.4	17 2.3	19 10.2	20 4.3	17 8.6
Total	17 1.7	18 9.2	19 6.8	22 7.6	25 6.3	19 9.7

Note: for calculation of second line see text.

TABLE W
Replies to the Question "Do you Have Meals Away from Home
Regularly, Occasionally or Never?"

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
<u>Men</u>	%	%	%	%	%	%
Yes, regularly	13	16	31	39	51	28
occasionally	22	31	31	31	27	30
No, never	65	53	38	30	22	42
<u>All men</u>	100 (171)	100 (160)	100 (512)	100 (169)	100 (96)	100 (1,231)
<u>Housewives</u>						
Yes; regularly	5	14	11	10	6	9
occasionally	20	27	26	41	67	30
No, never	75	59	63	49	27	61
<u>All housewives</u>	100 (280)	100 (190)	100 (403)	100 (128)	100 (49)	100 (1,237)
<u>Non-housewives (women)</u>						
Yes, regularly	14	19	21	31	-	18
occasionally	24	42	19	38	25	28
No, never	62	39	60	31	75	54
<u>All non-housewives (women)</u>	100 (70)	100 (31)	100 (42)	100 (13)	100 (4)	100 (230)
<u>Men and Women</u>						
Yes, regularly	9	15	22	27	35	19
occasionally	21	30	28	35	40	30
No, never	70	55	50	38	25	51
<u>Whole sample of men and women</u>	100 (521)	100 (381)	100 (957)	100 (310)	100 (149)	100* (2,698)

* Including 380 for whom income group not available

TABLE 3
Percentage of Sample with Expenditure on Meals Outside the
Home in Week Preceding Interview

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
Men	%	%	%	%	%	%
	32	44	67	69	66	58
Women	22	36	31	39	37	30
Men and women	25	39	50	55	57	43

TABLE 4
Expenditure on Meals Outside the Home

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £10	£7.10 - £10	Over £10	
<u>Men</u>						
(a) No. in sample	81	82	278	78	50	637
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
(b) Expenditure per person averaged on (a)	1 9.5	2 9.9	4 10.4	4 11.8	9 3.8	4 5.2
(c) No. with expenditure on meals	26	36	186	54	34	367
(d) Expenditure per person averaged on (c)	5 7.1	6 5.1	7 3.3	7 2.1	13 8.5	7 8.4
<u>Women</u>						
(a) No. in sample	180	113	231	70	27	743
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
(b) Expenditure per person averaged on (a)	8.0	1 6.7	1 6.1	2 3.6	1 10.4	1 3.8
(c) No. with expenditure on meals	39	41	71	27	10	223
(d) Expenditure per person averaged on (c)	2 3.6	4 3.6	4 10.8	5 11.6	5 0.5	4 4.1
<u>Men and women</u>						
(a) No. in sample	281	195	509	148	77	1,380*
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
(b) Expenditure per person averaged on (a)	10.8	2 1.1	3 4.1	3 8.5	8 8.5	2 9.0
(c) No. with expenditure on meals	65	77	257	81	44	590
(d) Expenditure per person averaged on (c)	3 7.4	5 3.5	6 7.4	6 9.3	11 8.8	6 5.2

* includes 68 men, and 122 women for whom income group is not available.

Note: All average expenditure refers to a week's expenditure but the averages are of two kinds; those in rows:

- (b) are averages obtained by dividing by all persons in the group irrespective of whether they had a meal out or not.
- (d) are obtained by dividing only those who had incurred some expenditure during the week; they therefore give the average expenditure per person eating out.

TABLE 4a
Expenditure on Meals, Compared in the Three Surveys

	Men				Women				Men & Women				
	Percentage with expenditure	Expenditure averaged on:-		Percentage with expenditure	Expenditure averaged on:-		Percentage with expenditure	Expenditure averaged on:-					
	%	s. d.	s. d.	%	s. d.	s. d.	%	s. d.	s. d.				
Information as in 706/3 Sample of 16+													
May, 1949	55	4 3.3	7 8.4	33	1 4.8	4 3.0	43	2 8.3	6 2.9				
Sept., 1949	58	4 8.7	8 1.4	38	2 0.5	5 7.5	48	3 2.3	6 11.9				
May & Sept. 1949	57	4 5.9	7 10.8	35	1 8.6	4 11.6	44	2 11.2	6 7.4				
Sample of 21+													
May, 1949*	55	4 3.3	7 9.3	31	1 4.1	4 3.4	42	2 8.0	6 4.3				
Sept., 1949*	57	4 8.7	8 3.2	34	1 11.6	5 8.7	44	3 1.9	7 1.8				
May & Sept. 1949*	56	4 5.9	8 0.2	33	1 7.8	5 0.4	43	2 10.9	6 9.0				
March 1951	58	4 5.2	7 8.4	30	1 3.6	4 4.1	43	2 9.0	6 5.2				

*Adjusted to exclude persons between 16 and 20

(a) Expenditure per person averaged on number in sample.

(b) Expenditure per person averaged on number with expenditure on meals.

TABLE 4b
Expenditure on Tips
(average expenditure per person in Sample)

	September, 1949	April 1951
<u>Men</u>	s. d.	s. d.
Meals - excluding tip	4 8.7	4 3.8
Tip	2.0	1.4
Total	4 10.7	4 5.2
<u>Women</u>		
Meals - excluding tip	2 0.5	1 3.2
Tip	1.0	0.4
Total	2 1.5	1 3.6
<u>Men & women</u>		
Meals - excluding tip	3 2.3	2 8.1
Tip	1.4	0.9
Total	3 3.7	2 9.0

TABLE 5
Weekly Expenditure of Those Eating Out According to Place of Residence

Place of residence	Men		Women		Whole Sample Men & women		Persons in whole Sample
	Percentage with some expenditure	Expenditure per person eating out	Percentage with some expenditure	Expenditure per person eating out	Percentage with some expenditure	Expenditure per person eating out	
Home	%	s. d.	%	s. d.	%	s. d.	No.
Living in rooms	57	7 7.8	30	4 1.5	43	6 3.6	1,306
Boarders, hotels etc.	75	7 5.4	19	3 3.5	39	6 2.1	33
Sample	68	7 10.1	32	12 10.7	51	10 0.0	41
	58	7 8.4	30	4 4.1	43	6 5.2	1,380

TABLE 6
Weekly Expenditure of Those Eating Out Analysed
According to Age of Informant

Age in years	Men		Women		Whole sample, men and women		Total persons in sample
	Percentage with expenditure	Average expenditure per person eating out	Percentage with expenditure	Average expenditure per person eating out	Percentage with expenditure	Average expenditure per person	
21 - 29	%	s. d.	%	s. d.	%	s. d.	No.
21 - 29	76	7 4.1	44	4 11.2	58	6 3.3	208
30 - 39	68	8 9.8	37	5 4.1	52	7 6.9	298
40 - 49	61	6 10.6	33	3 5.7	47	5 8.3	309
50 - 59	58	8 0.6	28	4 6.8	41	6 10.2	234
60 +	30	7 0.5	15	2 10.5	21	5 4.3	314
All ages	58	7 8.4	30	4 4.1	43	6 5.2	1,380 *
Whole Sample	637		743		1,380		

* Including 17 persons for whom age is not available.

TABLE 7

Weekly Expenditure of Those Eating Out According To Sex and
Whether informant was Working or Not

Informant Working	Men			Women		
	Number of persons	Percentage with some expenditure	Average expenditure per person eating out	Number of persons	Percentage with some expenditure	Average expenditure per person eating out
Full-time		%	s. d.		%	s. d.
Part-time	542	64	7 10.4	160	59	6 3.6
Retired)	4	75	2 4.7	65	40	2 8.5
Unoccupied)						
House- wives)	91	20	5 4.7	518	20	2 11.2
Whole Sample	637	58	7 8.4	743	30	4 4.1

TABLE 8

Weekly Expenditure of Those Eating Out by Full-time Workers In
Particular Industries, by Sex

Type of Industry	Number of persons	Percentage with some expenditure	Average expenditure per person eating out
Men		%	s. d.
Manufacturing	187	75	7 6.3
Transport, fishing & shipping	63	70	9 7.0
Mining & quarrying	38	39	5 10.3
Gas, water & electricity	14	36	5 7.8
Building & civil engineering	43	63	6 5.8
Agriculture & horticulture	41	41	5 2.0
Distributive trades	41	59	10 5.0
National & local government	48	56	8 0.9
Personal services	19	53	9 4.5
Others	60	74	8 2.4
All men working full-time	542	64	7 10.4
Women			
Manufacturing	49	76	4 10.7
Distributive trades	22	59	10 0.7
National & local government	15	73	7 8.2
Personal services	33	42	3 7.1
Others	41	49	7 7.3
All women working full-time	160	59	6 3.6

TABLE 9
Distribution of Meals According to Type and
Place of Consumption

Type of Meal	Restaurant, Hotel, Cinema	Civic Restaurant	Factory works Colliery Canteen	Office canteen Staff dining room	Public House	Club	Snack, milk bar	Place of work (not canteen)	Others	Total
Breakfast	47	-	57	3	-	-	6	5	1	119
Lunch (mid-day meal)	400	17	380	120	30	8	12	57	34	1,038
Tea, High tea	144	5	38	4	-	5	4	8	4	210
Supper	24	-	10	-	-	-	-	-	12	46
Dinner (evening meal)	9	-	6	2	-	1	-	-	1	19
Snacks	240	4	319	110	6.	17	166	304	58	1,224
Cup of tea	149	-	356	101	-	5	43	652	27	1,333
Cup of coffee	38	-	2	11	-	-	7	46	10	114
Miscellaneous	54	1	28	3	1	2	11	22	44	164
Number of meals	1,105	27	1,172	354	37	38	249	1,094	191	4,287

TABLE 10

	Men	Women	Men & Women
Number in sample	637	743	1,380
Meals paid for by informant (a)	3,220	1,047	4,267
Meals consumed (excluding free meals) (b)	3,168	1,056	4,224
(b) as a % of (a)	98%	101%	99%
Meals obtained free as part of wages	153	287	440

TABLE II
Distribution of Meals Between Different Catering

Establishments

Type of Catering Establishment	Men	Women	Men & Women
Restaurants, cafe, hotel, cinema, etc.	806	300	1,106
Civic restaurant	23	4	27
Works canteen	966	208	1,172
Office canteen	221	133	354
Public house	31	6	37
Club	27	11	38
Snack bar	165	84	249
Place of work (not canteen)	859	235	1,094
Others	123	68	191
Number of meals	3,220	1,047	4,267
	%	%	%
Restaurants, cafe, hotel, cinema, etc.	25	29	26
Civic restaurant	1	-	1
Works canteen	29	20	27
Office canteen	7	13	8
Public house	1	1	1
Club	1	1	1
Snack bar	5	8	6
Place of work (not canteen)	27	22	26
Others	4	6	4
Percentages based on total number of meals	100	100	100
No. of persons in sample	637	743	1,380
Number eating out	367	223	590

TABLE I2
Number of Each Type of Meal Paid for by Informant

Type of meal	Men	Women	Men & Women
Breakfast	96	23	119
Lunch (mid-day meal)	770	268	1,038
Tea, high tea	139	71	210
Supper	42	4	46
Dinner	18	1	19
Snacks	897	327	1,224
Cup of tea	1,063	260	1,333
Cup of coffee	82	32	114
Ice cream	37	21	58
Miscellaneous	66	40	106
Number of meals	3,220	1,047	4,267
	%	%	%
Breakfast	3	2	3
Lunch (mid-day meal)	24	26	24
Tea, high tea	4	7	5
Supper	1	-	1
Dinner	1	-	-
Snacks	28	31	29
Cup of tea	33	25	32
Cup of coffee	3	3	3
Ice cream	1	2	1
Miscellaneous	2	4	2
Percentages based on total number of meals	100	100	100

TABLE 13
Distribution of Weekly Expenditure between Different
Catering Establishments

Type of catering establishment	Men		Women		Whole Sample	
	s.	d.	s.	d.	s.	d.
Restaurant, cafe, hotel, cinema etc.	2	1.0		7.8	1	3.8
Civic restaurant		0.8		0.1		0.4
Works canteen	1	0.4		2.0		6.8
Office canteen		2.9		1.2		2.0
Public house		1.7		0.2		0.9
Club		0.7		0.1		0.4
Snack, milk bar		2.3		1.1		1.6
Place of work (not canteen)		4.4		1.5		2.8
Others		3.0		1.6		2.3
Total weekly expenditure per person in sample	4	5.2	1	3.6	2	9.0
	%		%		%	
Restaurant, cafe, hotel, cinema, etc.	48		49		48	
Civic restaurant	1		1		1	
Works canteen	24		13		20	
Office canteen	5		8		6	
Public house	3		1		3	
Club	1		1		1	
Snack, milk bar	4		7		5	
Place of work (not canteen)	8		10		9	
Others	6		10		7	
Percentages based on expenditure	100		100		100	

TABLE 14
Distribution of Weekly Expenditure per Head
Between Different Meals

	Men		Women		Men & Women	
	s.	d.	s.	d.	s.	d.
Breakfast	0	2.1	0	0.4	0	1.2
Lunch (midday meal)	2	3.2	0	7.7	1	4.6
Tea, high tea	0	4.8	0	2.0	0	3.3
Supper	0	1.4	0	0.3	0	0.8
Dinner (evening meal)	0	1.4		0.0	0	0.7
Snacks	0	10.1	0	3.1	0	6.2
Cup of tea	0	3.2	0	0.5	0	1.8
Cup of coffee	0	0.4	0	0.2	0	0.3
Ice-cream	0	0.3	0	0.2	0	0.3
Miscellaneous	0	2.3	0	1.2	0	1.8
Total expenditure per week per person in sample	4	5.2	1	3.6	2	9.0
	%		%		%	
Breakfast	4		2		4	
Lunch (midday meal)	50		50		51	
Tea, high tea	9		13		10	
Supper	3		2		2	
Dinner (evening meal)	3		0		2	
Snacks	19		20		19	
Cup of tea	6		3		5	
Cup of coffee	1		1		1	
Ice-cream	1		1		1	
Miscellaneous	4		8		5	
Percentages based on total expenditure	100		100		100	

TABLE 15
Expenditure per Meal in Different Catering Establishments

	Place of Consumption	Average Expenditure per Meal		
		Men	Women	Men & Women
<u>Breakfast</u>	Restaurant			
	Works canteen	1 10	1 1	1 7
	Others	9	7	9
	Total	1 4	9	1 2
		1 2	1 0	1 2
<u>Dinner</u> (evening meal)	Restaurant			
	Others	5 3	2 0	4 11
	Total	3 2	-	3 2
		4 1	2 0	4 0
<u>Lunch</u>	Restaurant			
	Civic restaurant	2 8	2 4	2 7
	Works canteen	2 0	-	2 0
	Office canteen	1 3	1 5	1 4
	Public house	1 4	1 3	1 4
	Club	2 10	2 10	2 10
	Snack, Milk Bar	2 5	-	2 5
	Others	1 8	1 0	1 7
	Total	1 2	1 3	1 2
		1 10	1 9	1 10
<u>Tea, High Tea</u>	Restaurant			
	Works canteen	2 2	2 0	2 2
	Snack, Milk Bar	8	8	8
	Others	3 0	1 3	2 2
	Total	1 2	1 7	1 4
<u>Supper</u>	Restaurant			
	Others	2 7	4 1	2 10
	Total	1 1	-	1 1
		1 10	4 1	2 0
<u>Snacks</u>	Restaurant			
	Works canteen	9	9	9
	Office canteen	6	5	6
	Public house	5	4	5
	Snack, Milk Bar	10	3	9
	Place of work, not canteen	9	11	10
	Others	6	6	6
	Total	9	7	8
<u>Cup of tea (only)</u>	Restaurant			
	Works canteen	3	4	3
	Office canteen	2	1	2
	Snack, Milk Bar	1	1	1
	Place of work, not canteen	3	5	4
	Others	2	1	1
	Total	2	2	2
<u>Cup of coffee (only)</u>	Restaurant			
	Others	6	5	6
	Total	2	3	2
<u>Ice-cream (only)</u>	Restaurant			
	Works canteen	7	8	7
	Snack, Milk Bar	4	3	4
	Others	5	7	5
	Total	5	5	5
		6	6	6

TABLE 16

Numbers of Meals Used in Calculating Average Expenditure of Table 15

	Place of Consumption	Number of Meals		
		Men	Women	Men & Women
<u>Breakfast</u>	Restaurant	30	17	47
	Works canteen	56	1	57
	Others	10	5	15
	Total	96	23	119
<u>Dinner</u> (evening meal)	Restaurant	8	1	9
	Others	10	-	10
	Total	18	1	19
<u>Lunch</u>	Restaurant	285	115	400
	Civic Restaurant	17	-	17
	Works canteen	294	66	360
	Office canteen	80	40	120
	Public house	25	5	30
	Club	8	-	8
	Snack, Milk Bar	10	2	12
<u>Tea, High Tea</u>	Others	51	40	91
	Total	770	268	1,038
	Restaurant	96	48	144
	Works canteen	25	11	36
<u>Supper</u>	Snack, Milk Bar	2	2	4
	Others	16	10	26
	Total	139	71	210
<u>Snacks</u>	Restaurant	20	4	24
	Others	22	-	22
	Total	42	4	46
<u>Cup of tea</u> (only)	Restaurant	171	69	240
	Works canteen	273	44	317
	Office canteen	60	50	110
	Public house	5	1	6
	Snack, Milk bar	108	58	166
	Place of work, not canteen	231	73	304
	Others	49	30	79
<u>Cup of coffee</u> (only)	Total	897	325	1,222
	Restaurant	139	10	149
	Works canteen	281	75	356
	Office canteen	66	35	101
	Snack, Milk bar	30	13	43
	Place of Work, not canteen	525	117	642
<u>Ice-cream</u> (only)	Others	22	10	32
	Total	1,063	260	1,323
	Restaurant	22	16	38
<u>Miscellaneous items</u>	Others	60	16	76
	Total	82	32	114
<u>Miscellaneous items</u>	Restaurant	20	7	27
	Works canteen	8	2	10
	Snack, Milk bar	-	5	5
	Others	9	7	16
<u>Miscellaneous items</u>	Total	37	21	58
	Miscellaneous items not included in table including D.K. cost	76	42	118

TABLE 22
Proportion of Individuals Doing Household Food Shopping

	Income Group					Whole Sample
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
<u>Men</u>						
Bought most food	13	8	4	6	8	7
Bought some food	13	15	17	24	41	19
Bought no food	74	77	79	70	51	74
All men in sample	100 (171)	100 (160)	100 (512)	100 (169)	100 (96)	100* (1231)
<u>Women</u>						
Bought most food	81	85	91	90	94	86
Bought some food	8	5	4	4	-	5
Bought no food	11	10	5	6	6	10
All women in sample	100 (350)	100 (221)	100 (445)	100 (141)	100 (53)	100* (1487)

* There were 123 men and 257 women for whom Income Group was not available.

TABLE 24
Weekly Expenditure on Food According to Type of Shop

Type of Shop	Weekly expenditure per person buying food	Percentage	Estimated distribution of overall average weekly expenditure
	s. d.	%	s. d.
Grocer	22 7.3	48	8 6.0
Baker	4 0.4	8	1 5.0
Butcher	4 4.4	9	1 7.1
Fishmonger	2 10.5	6	1 0.8
Greengrocer	5 7.8	12	2 1.5
General store	2 0.8	4	0 8.5
Milkman or dairy	4 9.6	10	1 9.3
Other shops	1 7.0	3	0 6.4
All shops	47 11.8	100	17 8.6

8. Details of the Sample and Field-Work

Fieldwork for the third survey was carried out between 26th February and 10th March, 1951. The selection of the sample was made in the same way as other samples of individual persons. The methods used to design and select the sample were those described in some detail elsewhere (Gray & Corlett, 1950). Sampling for the Social Survey; Journal of Royal Statistical Society, Series A, Vol. CXIII). The first stage units consisted of 96 Administrative Districts in Great Britain, listed below.

Glasgow	Stockport	Watford
Edinburgh	Wigan	Colchester
Dundee	Carnforth	Sawbridgeworth
Coatbridge	Crosby	South Cambridgeshire RD
Clydebank	Tarvin RD	Rochford RD
Fife Co.	Connah's Quay	St. Marylebone
Lanark Co.	Irlthingborough	Paddington
Stirling Co.	Derby	Fulham
Angus Co.	Lincoln	Willesden
Dumfries Co.	Leicester	Yiewsley & W. Drayton
Scarborough	Northampton	Finsbury
Newcastle-on-Tyne	Southwell RD	Friern Barnet
Middlesborough	Gainsborough RD	Islington
Blyth	Birmingham	Edmonton
Brandon & Bythottles	Smethwick	West Ham
Sunderland R.D.	Redditch	Bromley
Sheffield	West Bromwich	Croydon
Leeds	Nuneaton	Wandsworth
Bradford	Worcester	Lambeth
Colne Valley	Stone RD	Lewisham
Hoyland Nether	Bristol	Chislehurst & Sidcup
Huddersfield	Camborne-Redruth	Reading
Haltcliffe	Bath	Southampton
Ripon and Pateley Bridge RD	Plymouth	Chichester
Liverpool	Stroud RD	Bournemouth
Manchester	Barnstaple RD	Wareham and Purbeck RD
Chadderton	Bedwas and Machen	Maidstone
Longendale	Newport	Brighton
Salford	Swansea	Cuckfield
Newton-le-Willows	Magor and	Abingdon RD
Oldham	St. Mellons RD	Guildford RD
Lancaster	Cardiff RD	Worthing RD
	Kings Lynn	

Individuals were selected from the Register of Electors in these areas according to the procedure described in "Register of Electors as a Sampling Frame" issued by the Social Survey in November 1950. The use of the Register of Electors instead of the National Register, as in previous surveys, has involved a slight change in the composition of the sample in that the population covered by the third survey includes persons aged 21 and upwards, whereas earlier inquiries include all persons from the age of 16. Apart from these changes, there was no difference in the sampling procedure, and the third sample is comparable with those used in the two earlier inquiries; details of the samples used in the latter will be found in report N.S. 706/3.

The original sample selected contained 3,500 names which were split into two half-samples, each equally representative of the population, in the following way. The selected names for each area are listed in the order in which they appear on the Register of Electors, and these were numbered serially. Interviewers were then instructed to give an interview on a green schedule to those with even serial numbers, and to give interviews on black schedules to those with odd serial numbers. The Tables below show the composition of the two half-samples in terms of sex, age, and income group.

Composition of the two half-samples used in March 1951

A - by sex and income group

	Income Group					Total
	Up to £3	£3 - £5	£5 - £7.10	£7.10 - £10	Over £10	
MEN						
Green	90	78	234	91	46	594
Black	81	82	278	78	50	637
WOMEN						
Green	170	108	214	71	26	724
Black	180	113	231	70	27	743
MEN & WOMEN						
Green	280	186	448	162	72	1318*
Black	261	195	509	148	77	1380*

* includes 190 on green and 190 on black for whom income group not available.

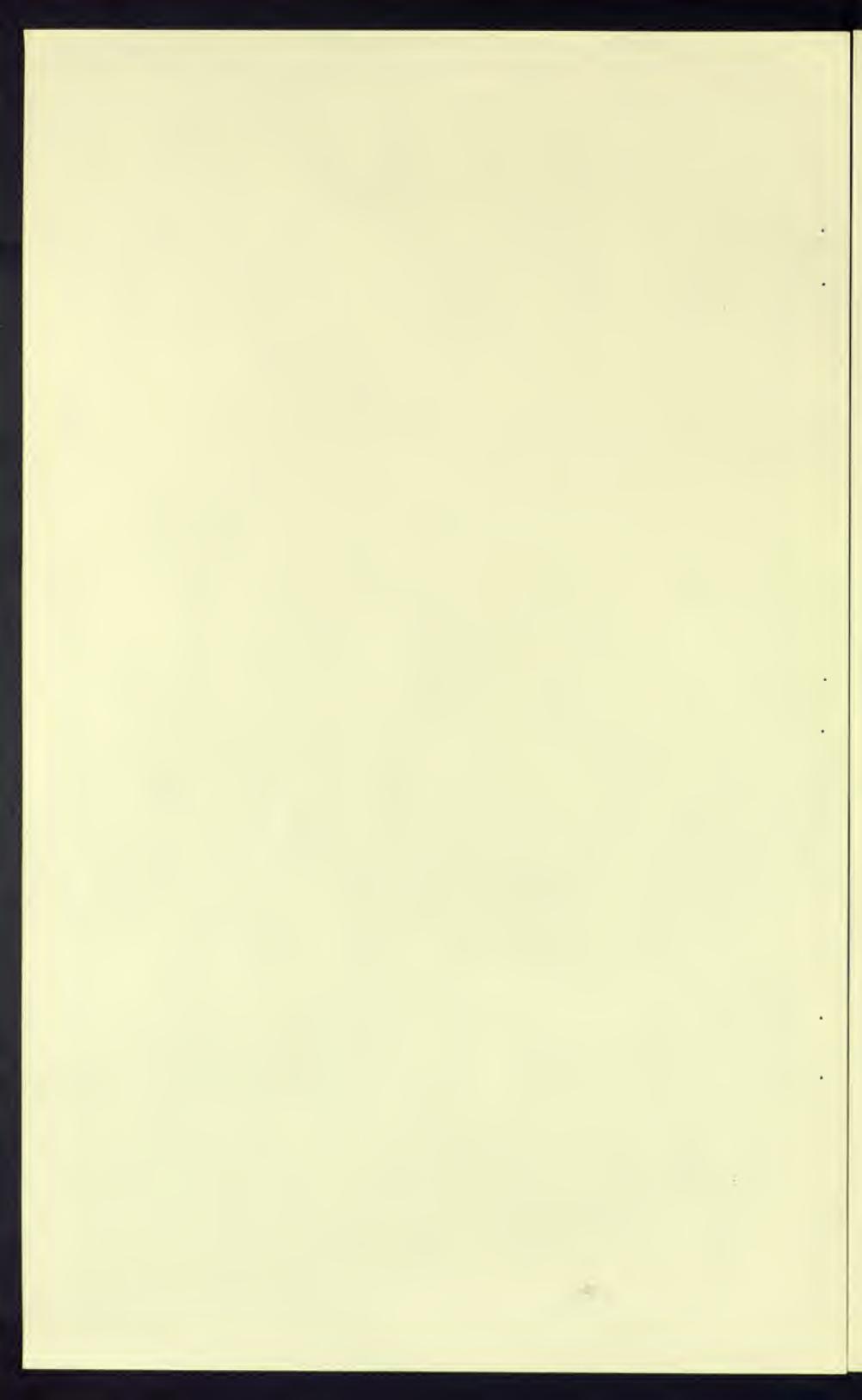
B - by sex and age

	Age Group					Total
	21-29	30-39	40-49	50-69	60 +	
MEN						
Green	81	147	143	97	121	594
Black	88	147	156	109	133	637
WOMEN						
Green	88	138	146	50	196	724
Black	120	151	153	125	181	743
MEN & WOMEN						
Green	169	285	289	147	317	1318*
Black	208	298	309	234	314	1380*

* includes 11 on green and 17 on black for whom age not available.

CONSUMERS' EXPENDITURE ON MEALS AND OTHER FOOD
EATEN OUTSIDE THE HOME

(1956)



INTRODUCTION

1. The information in the following tables is based on a sample of 1617 persons interviewed in June 1956. The object of the inquiry was to obtain an estimate of consumers' expenditure on meals consumed outside the home. Included with this were items of food bought specially for consumption outside which never became part of the domestic larder, e.g. ices bought and eaten in the street. On the other hand, the inquiry excluded sweets, chocolates, cigarettes, and also food taken from the larder and used for sandwiches or other packed meals eaten outside the home. Alcoholic drinks were always excluded if consumed separately. Drinks consumed with meals were excluded if the informant knew the cost of the meal without the drinks, but if the separate costs were not known, the total spent including drinks has been included in the analysis.
2. In England and Wales a two stage design was used for the sample. In urban areas the first stage units consisted of wards and combinations of wards. In rural areas the first stage units were groups of parishes. These units are smaller and less variable in size than the administrative areas which were formerly used in sample surveys into expenditure. Details of these units will be found in a new Social Survey publication "Some Useful Data when Sampling the Population of England and Wales". The first stage units selected for this sample are listed below. They were taken at random with probability proportionate to size from the units just described after stratification by region, by whether urban or rural, and by the J-Index. In Scotland a three stage design was employed; in the first stage Parliamentary constituencies were chosen, and out of these, groups of Polling districts were selected at a second stage.

Acton	Driffield	Malden & Coombe
Ayr	Edinburgh	Manchester
Bakewell R. D.	Frome	Marshland R.D.
Battersea	Glasgow	Merthyr Tydfil
Bexley	Harrow	Newcastle on Tyne
Brandon & Byshottles	Honiton	Northampton
Bromsgrove	Horsham	Portsmouth
Camberwell	Huddersfield	Romsey
Cambridge	Kettering	Rotherham
Cardiff	Kingston on Hull	Rowley Regis
Carshalton	Lanark	St. Marylebone
Cheadle R.D.	Leamington	Salford
Chertsey	Leigh	Southend on Sea
Christchurch	Leyton	Stokesley R.D.
Cuckfield	Liverpool	Tattenhall
Denton	Llelyn R.D.	Tynemouth
Derby		Weston super Mare

The register of electors was used as the sampling frame. Within each area names of individuals were drawn at regular intervals from a random starting point; no exclusions were made and as far as possible everyone was interviewed, irrespective of where he or she was living. Thus, the sample included individuals living in hotels (whether as staff or guests), hostels, boarding houses and institutions generally, the only exception being prisons. However, persons in the Armed Forces were not interviewed unless they were living at the address given on the register.

The listed names included 48 cases which did not form part of the population covered by the survey. They fall into the following groups:

	Men	Women
No longer resident in Great Britain	5	4
In H.M. Forces	4	-
Died	16	16
Others	2	1
	<hr/>	<hr/>
	27	21

3. After excluding these cases there were 1752 on the sample lists, 818 men and 934 women. Interviews were obtained from 1503, and the remaining 249 were not interviewed for the following reasons:-

	Men	Women	Men & Women
a. Moved to another district	45	48	93
b. Away from home indefinitely, at sea, at college or hospital	15	9	24
	<hr/>	<hr/>	<hr/>
	60	57	117

	Men	Women	Men & Women
c. Out at each call	15	5	20
d. Away temporarily for 'a few days', 'a fortnight'	16	16	32
e. Illness or death in household, or deaf	3	8	11
f. Direct refusal by individual	19	32	51
g. Refusal given for individual by someone else	9	9	18
	62	70	132

The qualifying date for the register of electors used in drawing the sample was October 1955, so that inevitably some had moved in the eight months between the qualifying date and the beginning of fieldwork. (In Scotland the October 1954 register was used.) Altogether 158 persons had moved during this period, and of these, interviewers were able to follow 65 to their new addresses. In the remaining cases, i.e. 93 in category (a), the new address was so far from the original address that the interviewer was unable to call. These 93 cases together with the 24 in category (b) were not part of the effective sample since there was no possibility of the interviewer visiting them. After excluding them, the effective sample consisted of 1635, of whom 1503 or 92% were interviewed.

4. All the individuals in the sample were 21 years of age or over because of the age qualification required by the Electoral Register. The inquiry was concerned with personal expenditure of all individuals, irrespective of age, so it was necessary to find some way of obtaining information about those under 21 as well as about those in the listed sample. This additional information was secured with correct probability in the following way. When the listed subject was the mother of a person under 21 living in the same household, information was sought about that person under 21. If the mother was not the listed person then questions about the expenditure of any children in her household were not asked. Arrangements were made to ensure that information about children in households which did not include their mothers were also included with correct probability. The total number of persons under 21 about whom information was sought is shown in the following table:-

Listed persons interviewed (21 & over)	1503
Persons under 21 in the households selected according to rules above	634
The total of 634 analyses into:-	
18 & over, with any under) - interviewed	114
18's working, or married) - not interviewed	11
All under 18 (neither working nor married)	509

The 114 adolescents were interviewed separately, using the same set of questions and interview schedule as for adults. These, together with the 1503 adults, make up the whole sample of 1617 used in computing the tables in this report. The 509 children were dealt with by asking their mothers a simplified question (Q.7), and the results are given in Table 15. It was generally felt by interviewers that the answers to this question were not reliable since many mothers were unaware of the way in which their children spent pocket money.

5. Some people who could not be interviewed, such as those who had moved from their registered address, are likely to have had expenditure above the average. By making assumptions about the expenditure of these people and of others who could not be interviewed, it is possible to derive an estimate for the whole of the original listed sample. An exercise of this kind is described below. It appears that the average gross expenditure given in the main tables cannot differ very greatly from what would have been obtained if everybody had been interviewed.

Out of the 158 individuals who had moved from the address they occupied at the qualifying date, 65 were traced by interviewers to their new addresses, and interviewed. The expenditure of this 65 can be regarded as a guide to the expenditure of the remaining 93 in category (a). In fact, it was possible to improve on this, since every informant was asked when he took up residence at the address where he was living when interviewed. An analysis was then made according to the duration of residence, with the following results.

Expenditure by Length of Residence at Address at time of interview

(Persons aged 21 & over)

	Number in Sample			Expenditure per Person in Sample		
	Men	Women	Men & Women	Men	Women	Men & Women
Up to 4 months	18	18	36	9 4	1 7	5 6
4 to 8 "	6	13	19	5	3 5	2 6
8 to 12 "	18	25	43	12 5	3 10	7 5
12 to 16 "	18	15	33	13 5	4 1	9 2
Over 16 "	636	736	1372	7 11	2 2	4 10
All persons 21 & over	696	807	1503	8 2	2 3	5 0

Most of the 93 of category (a) had moved within 8 months. From the above table it appears that their expenditure is unlikely to have been above the average. However, those who had resided at their address for somewhat longer than 8 months had above average expenditure. The numbers in the separate groups are small so that it is impossible to be sure of the exact position. An allowance of 12s. for a man and 4s. for a woman would seem to be safely on the high side as an estimate of the expenditure to be attributed to the 93 who had moved.

Also included among those who could not be interviewed were 20 persons (category c) whom the interviewer could not contact, even after making 5 or more calls. An analysis of the interviews by the number of calls before contact was made is given below. This shows that those who were more difficult to contact had, on average, a heavier expenditure. An allowance of 12s. per man and 6s. 6d. per woman would seem to be a sufficiently high estimate for the few people who could not be contacted because they were out.

Weekly Expenditure per Person by Number of Calls

Number of calls	Men		Women		Men and Women	
	Persons	Amount	Persons	Amount	Persons	Amount
1	189	4 0.2	319	1 2.2	508	2 2.9
2	282	8 4.4	270	2 2.6	552	5 4.3
3	154	12 8.3	141	3 2.6	295	8 1.9
4	39	5 11.3	46	4 0.6	85	4 11.0
5 or more	32	11 8.5	31	6 4.1	63	9 0.8
	696	8 1.9	807	2 2.9	1503	4 11.8

There remain categories (d) to (g). Expenditure of those temporarily away, category (d), is unlikely to be exceptionally high, but it is probable that almost all of them will eat out. For the 32 cases in question, the best guide would seem to be the amount shown in Table 2 against those "eating out" in the age group 21 to 59 - say £1 for a man and 10s. for a woman. On the other hand, the 11 individuals in category (e) are unlikely to have a particularly heavy expenditure, rather the reverse; so for this exercise their expenditure has been assumed to be the same as the average. To complete the estimate it is necessary to write in a figure for the refusals in groups (f) and (g). Two assumptions have been used - A with a figure of 15s. for a man and 7s. 6d. for a woman, and B with 30s. and 15s. respectively. For convenience, the actual and assumed expenditures are set out below. The final estimate works out at 5s. 8d. on assumption A for the refusals and 6s. on assumption B.

Weekly Expenditure per Head with Allowances for those not interviewed
(Persons aged 21 & over)

	Men		Women	
	Number	Expenditure	Number	Expenditure
Sample interviewed	696	8 2	807	2 3
Not interviewed (expenditure assumed)				
(a) & (b) Moved, Away indefinitely	60	12 0	57	4 0
(c) Out	15	12 0	5	6 6
(d) Away temporarily	16	20 0	16	10 0
(e) Illness, etc.	3	8 2	8	2 3
(f) & (g) Refusals	28	A 15 0 B 30 0	41	A 5 0 B 10 0
Estimated expenditure by 1752 individuals		A 5s. 8d. B 6s. Od.		

The allowances made for the various groups not interviewed are all on the high side, and even assuming figures as high as B for the refusals does not increase expenditure by more than 20% above the figure of 5s. for the 1503 actually interviewed. If there is any understatement of expenditure due to the failure to interview all those listed in the original sample, the deficiency would appear to be small.

8. At the interview with each informant the interviewer dealt first with 'yesterday', i.e. the day before the one on which she was interviewing. When all the expenditure on that day had been reported the interviewer asked about the day before, then about the day before that, and so on for seven days. The information was recorded for each of the seven days separately. It was therefore possible to analyse the answers according to the number of days preceding interview. For example, an estimate of expenditure can be made by taking only those items which were reported for 'yesterday'. Those interviewed on Monday yield an estimate of expenditure on Sunday; interviews made on Tuesday give an estimate for Monday, and so on. The estimates had to be made for each day separately because the number of interviews varied from day to day. An estimate for a whole week was made by adding the seven separate days. This procedure did not, however, provide a reliable figure for Friday or Saturday because few interviews took place on Saturday or Sunday. The estimate for the week was completed by including in the total a figure for Saturday derived by averaging the expenditure for all Saturdays, irrespective of the number of days before interview; and similarly for Friday. The result is given in the first line of the table below.

Estimate of Week's Expenditure

	s. d.
1 day before interview	4 8.5
2 days "	5 1.9
3 "	4 5.9
4 "	4 3.0
5 "	5 2.5
6 "	4 2.8
7 "	4 1.8
All days	4 7.2

A similar procedure provides the estimate for the second line by separating out the items spent on days which were two days before interview. As with the first estimate, the difficulty in estimating two of the days, in this case Friday and Thursday, was overcome by including in the week's estimate the average expenditure on all Fridays and Thursdays, ignoring the number of days before interview. The other estimates in the table were obtained one by one by a similar procedure.

This suggests that if the estimate had been obtained by restricting the interview to 'yesterday' the level of expenditure might have been higher than that actually obtained, but the difference would have been small.

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TABLE I
Weekly Expenditure in June 1956 by (I) Income Group (II) Whether Living in London or Elsewhere

Income Group (a)	Men						Women						Men and Women					
	Persons			Expenditure per person (c)			Persons			Expenditure per person			Persons					
	In Sample	Eating Out (b)	In Sample	In Sample	Eating Out (b)	In Sample	No.	In Sample	Eating Out (b)	In Sample	Eating Out (b)	No.	In Sample	Eating Out (b)	In Sample			
£3 & under	58	20	2	9	7	11	99	29	1	3	4	5	157	49	1	10	6	10
£3 to £5	42	8	10	4	7	80	30	2	2	5	8	112	38	1	10	5	5	
£5 to £7	10	86	41	3	5	7	1	156	67	1	11	4	6	242	108	2	5	6
£7 to £10	260	169	5	9	8	10	255	133	2	9	5	4	516	302	4	3	7	4
£10 to £20	242	174	10	8	14	10	180	95	3	1	6	0	422	287	7	5	11	9
over £20	26	21	47	10	59	2	20	14	4	8	6	8	46	35	29	1	38	2
Not known	28	11	5	0	12	8	85	29	2	6	3	113	40	2	10	8	0	
Whole sample	742	444	8	0	13	5	875	395	2	5	6	4	1617	839	5	0	9	8
London only	161	123	16	6	21	8	200	102	3	7	7	0	361	225	9	4	15	0
Rest of Gr. Brit.	581	321	5	8	10	3	675	293	2	1	4	11	1256	614	3	9	7	8

(a) Weekly net income of head of household (after deductions).

(b) Persons with some expenditure during the 7 days covered by the interview.

(c) Gross expenditure;
 cost of meals, including tips, amounts refunded by employer, and value of vouchers provided by employer.
 Two sets of average expenditures per person are given; the left hand column of pair has been averaged over number of persons in the corresponding group in sample, the right hand column over those eating out, i.e. those with expenditure.

TABLE 2

Weekly Expenditure by whether Working or Not and by Age

Age Group	Men												Women												Men and Women					
	Persons						Expenditure per person (b)						Persons						Expenditure per person						Persons					
	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	s d	s d	s d	s d	s d			
Working (a)																														
Under 21 years	46	36	6	0	7	8	62	54	5	4	6	1	108	90	5	7	6	9	526	7	9	11	8							
21 to 59	527	357	9	4	13	10	262	169	4	7	7	1	789	526	7	9	11	8												
60 to 64	36	18	5	2	10	3	13	6	1	0	2	1	49	24	4	0	8	2												
65 & over	28	13	16	1	34	9	8	3	7	1	7	36	16	12	8	28	6													
All workers	657	424	9	2	13	9	345	232	4	6	6	8	982	656	7	6	11	3												
<u>Not Working</u>																														
Under 21 years	-	-	-	-	-	-	-	-	6	1	1	1	6	6	1	1	1	1	6	6	1	1	1	1	1	1	1	1		
21 to 59	17	4	4	2	17	9	340	120	1	4	3	9	367	124	1	5	4	2												
60 to 64	9	1	2	1	6	50	17	1	7	4	9	59	18	1	5	4	7													
65 & over	79	15	6	2	10	134	25	6	2	9	213	40	6	6	6	2	9	2	9	2	9	2	9	2	9	2	9			
All non-workers	105	20	1	1	5	9	530	165	1	1	3	8	655	183	1	1	1	1	311	1	1	1	1	1	1	1	1	1		
Whole sample	742	444	8	0	13	5	875	395	2	5	5	4	1617	859	5	0	0	0	8	5	0	0	0	0	0	0	0	0		

(a) Working - Full-time and part-time, i.e., anyone working more than 10 hours a week.
 (b) Gross expenditure - averages calculated as in Table 1.

TABLE 3
Weekly Expenditure by Place of Work

Place of Work (a)	Men						Women						Men and Women			
	Persons		Expenditure per person (b)		Persons		Expenditure per person		Persons		Expenditure per person		Persons		Expenditure per person	
	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	In Sample	Eating Out	s d	s d
Office	87.	70	19	6	24	3	62	69	7	7	9	1	169	139	13	9
Retail shop	35	22	7	3	11	7	52	32	3	7	5	10	87	54	5	1
Works, Factory	229	160	6	11	9	10	102	80	3	9	4	10	351	240	5	11
Colliery, Quarry	36	20	2	11	5	3	-	-	-	-	36	-	20	2	11	5
Transport	51	42	10	9	13	1	1	1	10	1	10	52	43	10	7	12
Out-door	141	77	6	8	12	2	9	5	2	7	4	7	150	82	6	5
Domestic	7	3	7	4	17	2	40	16	3	5	7	6	47	21	4	0
Hospital	10	6	7	5	12	5	23	14	5	7	9	2	35	20	6	2
Other workers	41	24	14	4	24	6	36	13	1	9	4	9	77	37	8	5
Non-workers	105	20	1	1	5	9	530	163	1	1	3	8	655	183	1	1
Whole sample	742	444	8	0	13	5	875	356	2	5	5	4	1617	839	5	0
															9	8

(a) Place of work of those working more than 10 hours a week.
 (b) Gross expenditure - Averages calculated as in Table 1.

TABLE 4
Expenditure of Persons Eating Out divided between Cost of Meals and Amount of Tips, by Income Group

Income Group (a)	Men						Women						Men and Women						
	Persons eating out		Cost of meals (b)		Tips (c)		Persons eating out		Cost of meals		Tips		Persons eating out		Cost of meals		Tips		Total Amount
	s	d	s	d	s	d	s	d	s	d	s	d	s	d	s	d	s	d	s
£3 & under	20	7	8	2.6	7	11	29	4.	4	1.3	4	5	49	5	8	1.8	5	10	
£3 to £5	8	4	4	3.0	4	7	30	5	6	1.6	5	8	38	5	3	1.9	5	5	
£5 to £7 10	41	7	0	1.2	7	1	67	4	5	.7	4	6	108	5	5	.9	5	6	
£7 10 to £10	169	8	9	1.1	8	10	133	5	3	.6	5	4	302	7	3	.9	7	4	
£10 to £20	174	14	5	5.9	14	10	95	5	10	1.6	6	0	267	11	5	4.4	11	9	
over £20	21	54	11	51.4	59	2	14	6	5	2.5	6	8	35	35	6	31.8	38	2	
Not known	11	12	4	4.2	12	8	29	6	0	3.2	6	3	40	7	8	3.5	8	0	
	444	12	11	5.5	13	5	395	5	3	1.3	6	4	839	9	4	3.5	9	8	

(a) Weekly net income of head of household (after deductions).

(b) Averaged over number eating out; cost of meals includes amount of refund by employer or value of meal voucher.

(c) Weekly expenditure averaged over number eating out (as in Table 1)

TABLE 5

Expenditure Analysed into Cost of Meals,
Amount of Tips, Refunds and Meal Vouchers

Number eating out (a)	Men			Women			Men & Women		
	444		395		839				
Weekly expenditure of those eating out	s 13	d 5.4	% 100	s 5	d 4.2	% 100	s 9	d 7.7	% 100
Items on which no refund or voucher was provided:									
Cost of meals	11	1.2	83	5	1.0	96	8	3.2	86
Tips		4.8	3		1.3	2		3.2	3
Items on which some refund was made:									
Cost of meals (b)	1	8.8	13	-			11.0		10
Tips		0.7	0	-			0.4		0
Items for which a meal voucher was used:									
Cost of meals		0.4	0	0.3		0	0.4		0
Tips		-		-			-		
Value of voucher		1.5	1	1.6		2	1.5		1

(a) Basis of averages in each column.

(b) Includes all items of which the cost was wholly or in part refunded
by employer.

TABLE 6

Number Using Meal Vouchers

	Men		Women	
	Eating Out	Using Vouchers	Eating Out	Using Vouchers
<u>Age in years</u>				
Under 21	36	1	54	
21 - 59	357	4	169	
60 - 64	18	1	6	
65 & over	13		3	
<u>Place of work</u>				
Office	70	3	69	
Retail shop	22		32	
Works, Factory	160	1	80	
Colliery, Quarry	20		-	
Transport	42		1	
Outdoor	77		5	
Domestic	3		18	
Hospital	6		14	
Other	24	2	13	
All workers	424	6	232	4

TABLE 7
Distribution of Weekly Expenditure between Different Meals

	Men			Women			Men & Women		
	s	d	%	s	d	%	s	d	%
Breakfast	5.4	3		.4	1		3.0	3	
Lunch	6 3.6	47		2 6.1	48		4 6.2	47	
Tea	1 3.1	10		6.0	9		10.8	9	
Supper	4.8	3		2.6	4		3.8	3	
Dinner	1 8.0	12		.8	1		11.0	10	
Snacks	1 6.5	11		11.2	17		1 3.1	13	
Cup of tea (a)	7.8	5		3.8	6		5.9	5	
Cup of coffee (a)	1.7	1		1.3	2		1.5	1	
Ice cream (a)	3.5	2		3.2	5		3.4	3	
Miscellaneous	9.0	6		4.8	7		7.0	6	
Weekly expenditure of those eating out	13 5.4	100		5 4.2	100		9 7.7	100	

(a) Items consumed separately; the cost of a cup of tea, etc. consumed with a meal has been included with the cost of a meal.

TABLE 8
Distribution of Weekly Expenditure between Different Types of Catering Establishment

	Men			Women			Men & Women		
	s	d	%	s	d	%	s	d	%
Restaurant (a)	9 5.0	70		2 9.8	53		6 3.8	65	
Canteen (b)	2 5.4	18		1 8.2	31		2 1.1	22	
Other (c)	1 7.0	12		10.2	16		1 2.8	13	
Weekly expenditure of those eating out	13 5.4	100		5 4.2	100		9 7.7	100	

(a) Restaurant, hotel, public house, club, cafe, cinema, snack bar, milk bar.

(b) Office canteen, factory and works' canteen, staff dining room.

(c) Items consumed in other places, e.g. street, park.

TABLE 9
Number of Meals Consumed

By type of meal	Men			Women			Men and Women		
	Consumed by sample Free (a)	Other (b)	Paid for (c)	Consumed by sample Free (a)	Other (b)	Paid for (c)	Consumed by sample Free (a)	Other (b)	Paid for (c)
Breakfast									
Lunch	39	106	105	78	20	17	117	125	122
Tea	6	816	899	441	435	1257	1257	1322	
Supper	7	155	203	14	103	91	20	256	294
Dinner	39	69	90	1	59	54	8	128	144
Shack	25	57	57	21	5	5	60	62	62
Cup of tea (d)	241	807	865	73	529	544	98	1336	1407
Cup of coffee (d)	35	1399	1414	302	778	778	843	2177	2192
Ice cream (d)	1	106	150	38	110	103	71	218	233
Miscellaneous		134	281	228	254	298	1	362	570
All items	352	3971	4451	506	2543	2612	858	6514	7083
By place where eaten									
Restaurant (e)	12	1354	1847	23	748	700	35	21.02	23.47
Canteen (e)	85	1316	1347	185	986	991	270	23.02	23.58
Other (e)	255	1301	1457	298	809	921	555	21.10	23.78
	352	3971	4451	506	2543	2612	858	6514	7083

(a) Meals supplied free as part of wages.

(b) All other meals consumed by informants whether paid for by informants or some-one else.

(c) Items paid for by informants including items consumed by other people, excluding anything for which the informant did not pay.

(d) See notes to Table 7.

(e) See notes to Table 6.

TABLE 10

Number of Different Types of Meals Analysed by Type of Catering Establishment
Whole Sample

	MEN			WOMEN			MEN & WOMEN
	All Items (a)	Refund (b)	Voucher (c)	All Items (a)	Refund (b)	Voucher (c)	All Items
<u>Breakfast</u>							
Restaurant	61	10					61
Canteen	33	5		11			44
Other	11			6			17
	105	15		17			122
<u>Lunch</u>							
Restaurant	509	88	17	171		19	680
Canteen	317	9	5	247			564
Other	63			15			78
	889	97	22	433		19	1322
<u>Tea</u>							
Restaurant	173	38		67			240
Canteen	23	5		16			39
Other	7		3	8			15
	203	43	3	91			294
<u>Supper</u>							
Restaurant	64	3		19			83
Canteen	3			19			22
Other	23			16			39
	90	3		54			144
<u>Dinner</u>							
Restaurant	51	5		4			55
Canteen	5			1			6
Other	1						1
	57	5		5			62
<u>Snack</u>							
Restaurant	313	24		192			505
Canteen	354	4		241			595
Other	196	6	2	111			307
	863	34	2	544			1407
<u>Cup of tea</u>							
Restaurant	204	7		74			278
Canteen	488	4		386			874
Other	722			318			1040
	1414	11		778			2192
<u>Cup of coffee</u>							
Restaurant	53	3		49			102
Canteen	44			23			67
Other	33			31			64
	130	3		103			233
<u>Ice Cream</u>							
Restaurant	102			62			164
Canteen				2			2
Other	179			225			404
	281			289			570
<u>Miscellaneous Items</u>							
Restaurant	117	1		62			179
Canteen	80	19		45			125
Other	222			191			413
	419	20		296			717
<u>All Meals</u>							
Restaurant	1647	179	17	700		19	2347
Canteen	1347	46	10	991			2338
Other	1457	6		921			2378
	4451	231	27	2612	N11	19	7063

- (a) All items paid for by informants, i.e. column (c) of Table 9.
- (b) Number in which cost was, wholly or in part, refunded by employer; included in column (a).
- (c) Number of meals in which meal voucher used; also included in (a).
For other definitions - see Table 11.

TABLE II
Expenditure per Meal (a) - Whole Sample

	MEN		WOMEN		MEN & WOMEN	
	s	d	s	d	s	d
<u>Breakfast</u>						
Restaurant (b)	2	5			2	5
Canteen (c)	1	4	10		1	3
Other (d)	9		9		9	
	1	11		9	1	9
<u>Lunch</u>						
Restaurant	4	1	3	2	3	11
Canteen	1	11	1	8	1	10
Other	1	9	1	6	1	8
	3	2	2	3	2	10
<u>Tea</u>						
Restaurant	3	0	2	7	2	10
Canteen	1	5	8		1	1
Other	1	7	1	7	1	7
	2	9	2	2	2	7
<u>Supper</u>						
Restaurant	2	3	2	6	2	4
Canteen	2	5	1	3	1	5
Other	1	0	1	7	1	0
	2	0	1	7	1	10
<u>Dinner</u>						
Restaurant	14	5	8	6	13	10
Canteen	1	8	2	0	1	9
Other	2	0			2	0
	13	1	6	11	12	5
<u>Snack</u>						
Restaurant	1	0.0	11.6		11.8	
Canteen	8.1		6.1		7.3	
Other	8.4		6.7		7.8	
	9.5		8.2		9.0	
<u>Cup of Tea (e)</u>						
Restaurant	3.5		4.5		3.8	
Canteen	2.4		1.8		2.1	
Other	2.2		1.5		2.0	
	2.4		1.9		2.3	
<u>Cup of Coffee (e)</u>						
Restaurant	8.9		7.3		8.1	
Canteen	2.5		4.0		3.0	
Other	4.8		2.5		3.7	
	5.7		5.1		5.4	
<u>Ice Cream (e)</u>						
Restaurant	7.0		6.0		6.6	
Canteen			2.5		2.5	
Other	4.7		4.0		4.3	
	5.5		4.4		5.0	

- (a) Gross expenditure in previous tables (i.e. cost of meal, including tips, amounts refunded and value of vouchers) divided by corresponding number of items (i.e. "All items" columns of Table 10).
- (b) Restaurant, hotel, public house, club, cafe, cinema, snack bar, milk bar.
- (c) Office canteen, factory and works canteen, staff dining room.
- (d) Items consumed in other places, e.g. street, park.
- (e) Items consumed separately; the cost of a cup of tea etc. consumed with a meal has been included with the cost of a meal.

TABLE 12

Number of Different Types of Meals Analysed by Type of Catering Establishment
London Only

	MEN			WOMEN			MEN & WOMEN
	All Items	Refund	Voucher	All Items	Refund	Voucher	All Items
<u>Breakfast</u>	23	3					23
	23	3					23
	245	27	17	72	60	5	317
<u>Lunch</u>	86	3					146
	12						17
	343	27	20	137			480
<u>Tea</u>	41	6		11			52
	1			6			7
	4		1	2			6
<u>Supper</u>	46	6	1	19			65
	23			4			27
				9			9
<u>Dinner</u>	23			2			2
	23			15			38
	30	2		4			34
<u>Snack</u>	30	2		1			1
	121	9		63			181
	117			90			207
<u>Cup of Tea</u>	86			43			129
	84	2		57			393
	126			104			
<u>Cup of Coffee</u>	289						
	499	2		204			703
	22	1		25			47
<u>Ice Cream</u>	10			3			13
	33			5			38
	65	1		33			98
<u>Miscellaneous Items</u>	28			11			39
	20			43			63
	48			54			102
<u>All Meals</u>	23			10			33
	17			14			31
	42			63			105
	82			87			169
	640	50	17	243			883
	357		4	240			597
	486			267			753
	1483	50	21	750			2233

For notes and definitions see Tables 10 and 11.

TABLE 13
Expenditure per Meal - London Only

		MEN		WOMEN		MEN & WOMEN	
		s d		s d		s d	
		2	1			2	1
<u>Breakfast</u>							
Restaurant							
Canteen							
Other							
		2	1			2	1
<u>Lunch</u>							
Restaurant		4	9	3	6	4	5
Canteen		2	0	1	10	2	0
Other		1	6		10	1	4
		3	11	2	8	3	7
<u>Tea</u>							
Restaurant		2	11	3	4	3	1
Canteen		1	0	6		7	
Other		1	7	6		1	2
		2	10	2	2	2	7
<u>Supper</u>							
Restaurant		2	7	2	2	2	6
Canteen				1	2	1	2
Other				1	6	1	6
		2	7	1	6	2	2
<u>Dinner</u>							
Restaurant		18	9	6	4	17	4
Canteen				2	0	2	0
Other							
		18	9	5	6	18	10
<u>Snacks</u>							
Restaurant		11.1		1	0.7	11.8	
Canteen		8.0		6.3		7.2	
Other		8.0		4.5		6.8	
		9.2		7.9		8.7	
<u>Cup of Tea</u>							
Restaurant		3.7		3.2		3.6	
Canteen		2.2		1.8		2.0	
Other		1.9		1.8		1.9	
		2.3		2.1		2.2	
<u>Cup of Coffee</u>							
Restaurant		1	0.5	8.8		10.5	
Canteen		2.7		4.0		3.0	
Other		4.8		2.4		4.5	
		7.1		7.4		7.2	
<u>Ice Cream</u>							
Restaurant		6.9		5.5		6.5	
Canteen							
Other		5.5		3.5		4.1	
		6.3		3.9		5.0	

For definitions see Table 11.

TABLE 14

Expenditure Per Meal Where Refund or Voucher Involved

Type of Meal & Catering Establishment (a)	No refund or voucher	Refund involved (b)	Voucher Used		All Meals
			Individual (c)	Value of voucher	
	s d	s d	s d	s d	s d
<u>MEN</u>					
<u>Breakfast</u>					
Restaurant	2 4	2 9			2 5
Canteen	1 3	1 11			1 4
<u>Lunch</u>					
Restaurant	3 7	5 11	10	2 6	4 1
Canteen	1 11	1 11	6	1 5	1 11
<u>Tea</u>					
Restaurant	3 1	2 6			3 0
Canteen	1 0	2 6		1 4	1 5
<u>Supper</u>					
Restaurant	2 3	2 4			2 3
<u>Dinner</u>					
Restaurant	14 9	11 4			14 5
<u>Snacks</u>					
Restaurant	11.9	1 1.1			1 0.0
Canteen	8.1	1 0.0		6.0	8.1
Other	8.3	10.0			8.4
<u>Cup of Tea</u>					
Restaurant	3.5	3.4			3.5
Canteen	2.4	2.0			2.4
<u>Cup of Coffee</u>					
Restaurant	9.1	5.3			8.9
<u>WOMEN</u>					
<u>Lunch</u>					
Restaurant	3 2		6	2 9	3 2

(a) For definitions see notes to Table 11.

(b) Gross expenditure on meals which was wholly or in part refunded by employer.

(c) Cost of meal less value of voucher; no tips were given in these cases, (see Table 5, bottom panel).

Numbers of items on which averages are based can be found from Table 10.

TABLE 15
Personal Expenditure of Children, Analysed by Size of Household

	Persons in Household						All sizes
	2	3	4	5	6	7 or more	
Number of children (a) with expenditure on:	6	99	171	112	63	58	509
School meals	3	33	50	40	29	25	180
Cakes and Buns	1	10	7	15	4	10	47
Ices	3	45	101	78	27	23	277
Other items	-	18	34	26	15	18	111
Any item	4	62	128	95	50	46	385
Weekly expenditure (b) per child on:	d.	d.	d.	d.	d.	d.	d.
School meals	15.0	14.6	12.5	17.9	18.3	15.9	15.4
Cakes and Buns	2.0	1.8	1.4	1.8	0.4	1.6	1.5
Ices	3.5	7.7	8.7	10.0	6.3	5.9	8.1
Other items	-	2.4	4.1	5.4	5.3	4.9	4.3
Total	20.5	26.5	26.7	35.1	30.3	28.3	29.3

(a) Number covered by sample.

(b) Expenditure averaged over number covered by sample (a).

TABLE 16
Estimated National Expenditure in United Kingdom on Meals Outside the Home

	Number in survey	Weekly expenditure per person	Annual National Estimate (c)
			s d £ mn.
Persons interviewed	1617	5 0 (a)	504.3
Children	509	2 5 (b)	76.7
	2126	4 5	581.0

(a) Expenditure per person interviewed - Table 1.

(b) Expenditure per child - Table 15.

(c) Population of U.K. taken as 51 million; no allowance has been made for seasonal variations, e.g. children on holiday.

MEALS OUTSIDE THE HOME

S.S. 70BC

1. Did you have any meals out yesterday, such as:
- Breakfast
 - Dinner
 - Lunch
 - Tea
 - Supper
 - Snack
- In this inquiry we are interested in what people have spent on food to eat outside the home during the last few days.

2. Did you buy any food to eat outside your home yesterday, such as:
- Sandwiches
 - Fish and chips
 - Cakes
 - Cups of tea/coffee
 - Soft drinks/ices
 - Fruit - or anything else to eat or drink
 - Sandwiches and other food packed and taken from home

RECORD EACH ITEM SEPARATELY, ASKING (a) to (g).

REPEAT Qs. 1 & 2 ETC. FOR DAY BEFORE YESTERDAY (USING NAME OF DAY) AND SO ON FOR SEVEN DAYS - IGNORE TODAY

FILL IN DAY BEFORE LASTING	(a)	(b)	INFORMANT PAID (INCLUDE MEALS ON VOUCHERS)				EMPLOYED ONLY	(g) Where did you eat this (meal)? PROMPT
			(c)	(d)	(e)	(f)		
Yesterday 1.e.			Who paid?	Did you leave a tip?	How many people did cost cover? (Include self)	Will part of the cost be refunded by your employer, or did you use a voucher?		
Sun 1			Meal free/Part of wages			No refund/No voucher		
Mon 2			Someone else paid			What was value of voucher?		
Tues 3			Informant			Yes, refund	Voucher	s d
Wed 4								
Thur 5								
Fri 6								
Sat 7								
Off. use			£ s d	£ s d	£ s d	£ s d	£ s d	£ s d
..... day			Y X 0	Y X 0	Y X 0	Y X 0	Y X 0	Y X 0
No meals out	X							

PANELS REPEATED FOR 7 DAYS

3. Household Composition			Sampling Area																													
Relationship to subject	Sex	Age Under	4(a) SUBJECT - Working _____ Not working _____			4(b) Place of work - Office (inc. office in factory/shop) _____			4(c) Worked at home			4(d) Worked away from home			4(e) Worked part-time			4(f) Worked full-time														
A - Subject	M F	21				Retail shop	1																									
B	1 2					Works/Factory	2																									
C	1 2	3 X				Colley/Quarry	3																									
D	1 2					Transport	4																									
E	1 2					Outdoor work (e.g. Agriculture)	5																									
F	1 2	3 X				Other (specify)	7																									
G	1 2					H.O.H. if related to subject	1																									
H	1 2	3 X				Subject if not related to H.O.H. (e.g. boarder, domestic)	1																									
J	1 2					Up to £23	1																									
K	1 2	3 X				Over £23 to £55	2																									
						Less deductions,																										
						Plus overtime,																										
						bonuses, etc.																										
						Over £20 to £20	4																									
						Over £20 to £20	5																									
						Don't know, refused, not asked	6																									
							7																									
Total in household																																
H.O.H. is _____																																
6. Interviewer to code for each person under 21 in Q.3:																																
X - If subject is not mother - and do not interview child.																																
3 - If subject is mother - INTERVIEW ON SEPARATE SCHEDULE IF CHILD IS WORKING.																																
- IF CHILD IS NOT WORKING, PUT Q.7 TO MOTHER ABOUT CHILD.																																
(a) Buys:																																
7(a) Does your child usually buy any of these?			Letter			School meals in Q.3			Cakes			Ices			Other			School meals			Cakes & Buns			Ices			Other					
SCHOOL MEALS																																
CAKES AND BUNS																																
TICKS																																
FRUIT or anything else to eat or drink																																
(b) How much a week does he spend on each?																																
															Date of first call	Date of last call			Month			Year										
															Interviewer's name																	

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